













# Stronger Promotion Urged for Industry Buyers of Time

## Agency and Advertising Executives Decry Lethargy, Especially in Radio

Continued from page 1

the Competition: Agency and/or Sales Promotion, Public Service Promotion and a newly created division, Promotion of Radio as a Medium.

As in previous years, after the judges completed their study of all entries, and had marked their ballots a luncheon and general discussion of the competition and entries on a broad basis was held. Typical of the judges' reaction to the response of stations to the Competition (notwithstanding that this year saw the largest number of entries in 14 years), and the general quality of the entries, was this statement from a top national advertiser:

"It is difficult to understand why in a year when radio must recognize the great need to sell itself to advertisers, more broadcasters do not avail themselves of the opportunity to show advertisers how effectively they do the important job of promotion. Particularly in the Promotion of Radio as a Medium, I believe the broadcasters are failing miserably to do this essential job."

This judge's opinion was elaborated upon by a top executive in one of the nation's leading advertising agencies. Said this agency man: "Very few stations submitting entries in the Promotion of Radio as a Medium division actually did a solid job of promoting the medium. They are evidently under the impression that a little promotion of their own station and programs represents effective promotion of the medium. The Competition shows again, as it has in previous years, the great need for a truer understanding of what promotion is."

William Ramsey of Procter & Gamble, however, stated that the entries in the Television Division, both for audience and sales promotion and public service were "generally excellent."

One judge recommended that The Billboard write a personal

letter to the president or general manager of every station that did not submit an entry. "I'm sure," he said, "that if the top executives of networks and stations had this competition called to their attention forcefully, every station in the country would enter."

Another agency executive pointed out that many of the entries claimed notable promotion achievements but failed to document same.

Notwithstanding the general criticism of the entries, the judges agreed that not only the winning networks and stations, but scores of others did truly outstanding promotion jobs, and told the story of those jobs in well presented, well documented entries.

William Ramsey of Procter & Gamble, for example, declared that he found the television station entries "generally excellent." Stanley Pulver of Lever Brothers, in commenting on the network audience and sales promotion entries, said: "The National Broadcasting Company entry was a fine piece of work, and the Mutual Broadcasting System's 'Queen for a Day' promotion had real warmth and high personal appeal."

Doherty, Clifford & Schenfield, in commenting on entries in the Public Service Division, for 5,000 watt to 20,000 watt stations, said: "It was difficult to make a decision on the winners in this category. There were so many good entries."

Charles France of the William Weintraub agency, said of the winners in the 50,000 watt audience-sales promotion category: "These entries show real vitality and a complete understanding of radio's needs today." France noted, however, that many other entries in this division showed a great lack of ingenuity and seemed to lean too heavily on expenditure of funds in an unimaginative, routine manner.

List of winners in all three divisions as well as detailed stories of winning entries appear in Radio-TV Department this week.

# TELEVISION-RADIO

## THE WINNERS

The Billboard's 14th Annual Radio and TV Promotion Competition

### AUDIENCE and/or SALES PROMOTION

#### • NATIONAL NETWORKS

**1ST Mutual Broadcasting System**  
Frank White, Pres.  
Robert Schmidt, Adv. V-P.  
Harold Coulter, From. Mgr.

**2D National Broadcasting System**  
Joseph McConnell, Pres.  
Jacob Evans, From. Mgr.

#### • 50,000-Watt Stations

**1ST WLW, Cincinnati**  
R. E. Dunville, Gen. Mgr.  
E. O. Feinthal, From. Mgr.

**2D KOA, Denver**  
Charles Beris Jr., Gen. Mgr.  
Cy Penley, From. Mgr.

**3D WNBC, New York**  
Ted Cott, Gen. Mgr.  
Jay Smolin, From. Mgr.

#### • TELEVISION STATIONS

**1ST KSTP-TV, Minneapolis**  
Stanley Hubbard, Gen. Mgr.  
Joseph Cook, From. Mgr.

**2D WNDQ, Chicago**  
Harry Kopf, Gen. Mgr.  
John Kays, From. Mgr.

**3D WWSB, New York**  
Ted Cott, Gen. Mgr.  
Jay Smolin, From. Mgr.

**4D WLW-TV, Cincinnati**  
John Murphy, Gen. Mgr.  
Frederic Oreg, From. Mgr.

#### • REGIONAL NETWORKS

**1ST Pacific Northwest Broadcasters**  
K. B. Crassey, Mgr.  
James Manning, From. Mgr.

#### • 5,000 to 20,000-Watt Stations

**1ST KDAL, Duluth, Minn.**  
Delton LaMaurier, Gen. Mgr.  
Dale Cowie, From. Mgr.

**2D WTAG, Worcester, Mass.**  
Robert Booth, Gen. Mgr.  
Andy Fuller, From. Mgr.

**3D WDSU, New Orleans**  
Robert Sweeney, Gen. Mgr.  
Marion Annenberg, From. Mgr.

**4D WDKC, Durham, N. C.**  
J. Frank Jarman, Gen. & From. Mgr.

**5D WHIP, Harrisburg, Pa.**  
A. K. Redmond, Gen. Mgr.  
Beatrice Postinger, From. Mgr.

#### • 250 to 1,000-Watt Stations

**1ST WSAM, Saginaw, Mich.**  
Jack D. Parker, Gen. & From. Mgr.

**2D WZZL, Orlando, Fla.**  
Rueben Hill, Gen. Mgr.  
Si Alperst, From. Mgr.

**3D WLOW, Norfolk, Va.**  
Robert Wadson, Gen. Mgr.

**4D WSYT, Schenectady, New York**  
Winslow Leighton, Gen. Mgr.

### PUBLIC SERVICE PROMOTION

#### • 50,000-Watt Stations

**1ST WLW, Cincinnati**  
R. E. Dunville, Gen. Mgr.  
E. O. Feinthal, From. Mgr.

**2D WLAC, Nashville, Tenn.**  
F. C. Bowers, Gen. Mgr.  
Frank Connors, From. Mgr.

**3D WPTV, Albany, N. Y.**  
Robert Cox, Gen. Mgr.  
George Southard, From. Mgr.

#### • TELEVISION STATIONS

**1ST WWSN-TV, Columbus, O.**  
Richard Borel, TV Dir.  
Barbara Haddock, From. Mgr.

**2D KTLA, Hollywood, Calif.**  
Klaus Landsberg, Gen. Mgr.  
Howard Worman, From. Mgr.

**3D WBSB-TV, Chicago**  
John Mitchell, Gen. Mgr.  
Lee Sulberg, From. Mgr.

#### • 5,000 to 20,000-Watt Stations

**1ST KFH, Wichita, Kan.**  
Frank Webb, Gen. Mgr.  
Marjorie Banett, From. Mgr.

**2D WKRC, Cincinnati**  
David Traft, Gen. Mgr.  
Wm. Hines, From. Mgr.

**3D WOV, New York**  
Raiph Weil, Gen. Mgr.  
Ruth Thompson, From. Mgr.

**4D WCHS, Charleston, W. Va.**  
John Golder Jr., Gen. Mgr.  
Harry Hawley, From. Mgr.

#### • 250 to 1,000-Watt Stations

**1ST WNYC, New York**  
Seymour Selig, Gen. Mgr.  
Alan Levin, From. Mgr.

**2D WAYZ, New Haven, Conn.**  
Daniel Kops, Gen. Mgr.  
Richard Monahan, From. Mgr.

**3D CIOB, Winnipeg, Man., Canada**  
J. C. Bickler, Jr., Gen. Mgr.  
H. O. Gibson, From. Mgr.

## HERE ARE THE JUDGES FOR 14TH BB COMPETISH

NEW YORK, April 12.—The 30 advertising executives listed below comprised the board of judges in The Billboard's 14th Annual Radio and Television Promotion Competition. The sponsors and agencies represented by these members are responsible for millions of dollars of AM and TV billings annually. Thus, these are the key men to whom much of this promotion is directed.

The board was broken down into committees, each committee reviewing the entries in one or more categories. The complete panel of judges follows:

#### ADVERTISERS

**J. M. ALLEN**  
Bristol-Myers  
**JOHN R. CLIMAN**  
Stanley Pulver  
Lever Bros.  
**J. R. BETTIC**  
Winchell Pharmaceutical  
**NORMAN LIVINGSTON**  
Servatan

#### ADVERTISING AGENCIES

**JERRY BESS**  
Frank B. Sawdon, Inc.  
**JAMES C. DOUGLASS**  
Erwin, Waser  
**CARLOS FRANCO**  
William Weintraub  
**THOMAS LUCKENBELL**  
William Eby Co.  
**DON MCCLURE**  
McCann-Erickson  
**ROBERT REUSCHLE**  
McCann-Erickson

**R. H. COFFIN**  
Radio Corporation of America  
RCA Victor Division

**W. M. RAMSEY**  
Procter & Gamble

**TOM MORRIS**  
Prudential Insurance Company of America

**WILLIAM A. CHALMERS**  
Crey Advertising Agency

**AL DURANTE**  
I. Walter Thompson Co.

**C. D. CUDEBORE**  
N. W. Ayer & Son

**CHESTER MACCRACKEN**  
Doherty, Clifford & Schenfield

**ROGER PRYOR**  
Foote, Cone & Belding  
**TOM SLATER**  
Barclay & Ryan



# OUTSTANDING PROMOTION OF RADIO AS A MEDIUM

## • ORGANIZATIONS

1ST UNITED DETROIT RADIO COMMITTEE  
O. R. Stout, Managing Dir.

2D SOUTHERN CALIFORNIA BROADCASTERS ASSN.  
Norman Nelson, Managing Dir.

3D MICHIGAN ASSOCIATION OF BROADCASTERS  
Dan Jayne, Pres.

## • NATIONAL NETWORKS

1ST NATIONAL BROADCASTING COMPANY  
Joseph McConnell, Pres.  
Jacob Evans, Radio Prom. Mgr.

2D MUTUAL BROADCASTING SYSTEM  
Frank White, Pres.  
Robert Schmid, Adv. V.-P.  
Harold Coulter, Prom. Mgr.

## • REGIONAL NETWORKS

1ST NBC WESTERN  
John West, V.-P. in Chg.  
Helen Murray Hall, Prom. Mgr.

2D PACIFIC NORTHWEST BROADCASTERS  
E. B. Craney, Mgr.  
James Manning, Prom. Mgr.

## • 50,000-Watt Stations

1ST WJOL, Boston  
William McOrath, Gen. Mgr.  
William Shea, Prom. Mgr.

2D WSB, Atlanta  
John Outler Jr., Gen. Mgr.  
Vic Piano, Prom. Mgr.

## • 5,000 to 20,000-Watt Stations

1ST WMCA, New York  
Mort Pletschl, Gen. Mgr.  
Howard Klarman, Prom. Mgr.

1ST CFAC, Calgary, Alberta, Canada  
A. M. Cairns, Gen. Mgr.  
R. J. Triggitt, Prom. Mgr.

1ST WAVE, Louisville, Ky.  
Nathan Lord, Gen. Mgr.  
Cyrus Orties, Prom. Mgr.

## • 250 to 1,000-Watt Stations

1ST WSKY, Schenectady, N. Y.  
Winslow Leighton, Gen. Mgr.

2D KBR, Baker, Oregon  
Kenneth Lockwood, Gen. Mgr.  
Milton Levy, Prom. Mgr.

3D CHUM, Toronto, Ontario, Canada  
Robert Lee, Gen. Mgr.  
Leigh Stubbie, Prom. Mgr.

# Top Advertiser, Agency Execs Judge Radio-TV Promotion



The promotion Competition judges at luncheon. Seated around the horseshoe, left to right, are Jim Douglas, Erwin, Waser; John R. Gilman; Norman Livingston, Serutan; Bill Chalmers, Grey Advertising; Tom Morris, Prudential Insurance; Chet MacCracken, Doherty, Clifford & Shenfield; Dick Rettig, Whitehall Pharmacal; Dan Collins, of The Billboard's ad department; Joe Cade, Billboard editor-in-chief; Dave Gudebrod, N. W. Ayer; Tom Slater, Ruthven & Ryan; Don McClure and Bob Reusche, McCann-Erickson; Leon Morse, The Billboard; Al Durante, J. Walter Thompson; Bill Ramsey, Procter & Gamble; and Carlos Franco, William Weintraub Agency. Seated inside the horseshoe, left to right, are Gene Plotnik, Sam Chase and June Bundy, of The Billboard. The exhibit of the entries was in the next room. The judges reviewed the entries before lunch.



At right, Norm Livingston, of Serutan; Gene Plotnik, of The Billboard; and Jerry Bass, of the Frank B. Swenson Agency, during the judging of the 14th Annual Radio & Television Promotion Competition. Bass is radio-television account exec for Robert Hall Clothes. He is holding his ballot. Each judge reviewed the entries in one or more categories. Billboard staffers served as guides around the display of entries, but did not vote. A few entries in the Radio-as-a-Medium Promotion division are in the foreground. This was the first year that this division was included in the Competition.



Below, judges at work. Facing the wall, left to right, are Chet MacCracken, Doherty, Clifford & Shenfield; Bob Reusche, McCann-Erickson; Don McClure, McCann-Erickson; Bill Ramsey, Procter & Gamble; and Joe Allen, of Bristol-Myers. Last three named are looking at entries from television stations. Facing the table at right are, left to right, Al Durante, J. Walter Thompson; Dave Gudebrod, N. W. Ayer & Son; Bill Chalmers, Grey Advertising; and Roger Pryor, Foote, Cone & Belding. The event took place in the Jersey Suite of the Waldorf-Astoria Hotel in New York on Tuesday, April 8. Judging began at 11 a.m. In the afternoon the display of entries was open to all members of the radio, television and advertising industry. Two of the judges who were present and voting but did not appear in these pictures are Stanley Pulver, of Lever Brothers, and Tom Luckanbille, of the William Eddy Agency. On a secret ballot, judges voted for their first, second and third choices in each category. Winners were determined by points, each first choice getting three points, second getting two points and each third choice receiving one point.





## AS A MEDIUM

## NBC 3-Way Attack Tops MBS Effort

The booklet published by WHDH was entitled "Largest 'Out of

The WSB entry pointed up a great awareness of the necessity of reaching the widest possible audience in Boston, but the main emphasis was on radio in general.

[illegible]

all the news of your industry every week in **The Billboard**...



## PUBLIC SERVICE

WLV and WLAC  
Finish One, Two

NEW YORK, April 12. — Top public service job among 50,000 radio stations in the 14th Annual Promotion Competition was done by WLV, Cincinnati and second place awards went to WLAC, Nashville.

## PUBLIC SERVICE

WNYC Wins;  
WAVZ Again  
In 2d Place

NEW YORK, April 12. — Champion in public service promotion among stations from 250 to 1,500 watts in power in the 14th Annual Promotion Competition was WNYC, non-commercial indie operated by the city of New York. Second place was taken over by WAVZ, New Haven, Conn., which won the same award last year. Third place also was a repeat prize, with laurels going to WJOB, Minneapolis.

The job done by WNYC was the most extensive in that station's history, and is the more outstanding because it functions without budgetary appropriation for promotion. First the station used its own facilities to plug pubic service features such as UN broadcasts, talks by city officials, civic events, and programs of cultural and educational value. A staggering list of municipal and private community agencies was employed in promotion of shows aired under their auspices. WNYC equipment, such as sound trucks, was made available to some 600 civic organizations and municipal departments. It sponsored a panel at the Ohio State Institute on "Promotional Aspects of Public Service Radio." The station intensified airing and promotion of shows of both national and international significance on the 600 stations used by "Voice of America" for radio.

(Continued on page 12)

## PUBLIC SERVICE

KFH, Wichita  
Leads; 3-Way  
Tie for 2d

NEW YORK, April 12. — With KFH, Wichita, Kan., a repeat winner in public service promotion among 500 to 10,000-watt stations in the 14th Annual Promotion Competition, three outlets wound up in a dead heat for second place, with no third place award made. The trio of runners-up were WKRC, Cincinnati; WOV, New York; and WCBS, Charleston, W. Va.

A number of worthy causes elicited the full support of the champ, KFH, during 1951, as in the year before. Thus, the outlet collected over \$1,700 for the March of Dimes from a single show that ran from 10:30 p.m. to 3:30 a.m. latest KFH ever remained on the air. Street shows and personal appearance shows were made for the same fund. On behalf of a continuing traffic safety campaign, the station awards silver stars to exceptionally safe and courteous drivers. It also established eight "safety lanes" where motorists can give up faulty brakes, lights, horns and windshield wipers. With aired appeals, it aided a fire-breathing family. It helped the station's Cancer Crusade go over its quota by more than \$2,000. A Christmas party for 2,000 underprivileged children also was staged, among other promotions.

In gaining its tie for second place, WKRC, Cincinnati, showed the results of a campaign it tagged "Cincy-Safety." This drive was basic to reach and teach basic safety precautions to parents, children and motorists. It was accomplished through such on-the-air

(Continued on page 12)

## PUBLIC SERVICE

WBNS, Columbus, Wins;  
KTLA, Hollywood, Places

NEW YORK, April 12. — Seven major public service campaigns highlighted the efforts of WBNS-TV, Columbus, O., during 1951, and earned for that outlet the first place pubic award among TV stations in The Billboard's 14th

Truman and General MacArthur, provision of tape recording facilities to servicemen overseas to send messages home, coverage of a "community improvement" contest, and many other projects.

A series titled "The Price of Liberty" won third prize for WBNS-TV. The shows were produced for the 19 Junior Leagues of New York State and consisted of 12 quarter-hour transcripts dramatizing important historical events in New York State. The series was played in classrooms of hundreds of public and private schools throughout the State. Daily spots on the station promoted the airings of the shows, and heavy newspaper space was promoted.

Annual Promotion Competition. Second prize went to KTLA, Hollywood, which a year ago won third place in the same division. Third honors went to WKBS, Chicago.

The seven-pronged attack of WBNS-TV was turned out under the following headings: Polio, Cancer, Save a Life, Learn to Swim, Famous Cartoonists, Packaging for Joe, Pig Dots and Plus. Running the entire gamut of promotional devices, the station staged wrestling bouts for the polio fund, auction-variety shows for the cancer fund, swimming classes for moppets, aired famous cartoonists for the Savings Bond drive, joined with two other outlets in airing a musical revue for the United Red Cross and Red Cross campaign, promoted the work of the Pilot Dog Fund Campaign, and in addition had its staff members make many personal appearances without charge for worthy causes. Latter appearances were lumped together under the gen-

eral heading of "Plus" promotion in the station's entry.

In gaining the second place award, KTLA averaged an expenditure of more than \$400,000 annually on regular pubic programming alone. In addition, the outlet in 1951 aired 20 special pubic one-shots, injected pubic news reports into regular entertainment shows on its local, took an active part in local community affairs, and threw the weight of its publicity and promotion activity behind all these efforts.

A sustaining live TV series titled "Assembly" featured the efforts of WKBS, Chicago, in earning that station third place. The series, which aired five half-hours weekly, was designed to educate the public to the needs of all branches of the armed forces. It was directed mainly at mothers, in the 4:30-5 p.m. slot across the board, and also was able to hit the teenage group as well. All branches of the armed forces received equal time and treatment.

Robert K. Richards, Chairman, National Voice of Democracy Committee, and Director of Public Affairs of the NARTB, whose enthusiastic and vigorous leadership of the contest is reflected in the glowing increase of contributions from 20,000 to over one million in the five years since the contest began.



## Youth speaks for Democracy

... and the National Association of Radio and Television Broadcasters lets them be heard. Again this year ... more than a million high school students throughout the nation competed in the NARTB Voice of Democracy fifth annual contest. This important competitive event encourages young people to think about the democratic form of government, and to express its philosophy well in spoken words. The contest also furthers the use of radio and television for such expression—freely and in the public interest.

Steinman Stations salute the Voice of Democracy Committee and its able chairman, Robert K. Richards. They pledge the continued availability of their broadcasting and television facilities to the young men and women who "Speak for Democracy."



The four co-equal national winners in the Voice of Democracy Contest meet President Truman.

The winners—  
Dwight Clark, Jr., aged 18, from Fort Collins, Colorado.  
More Gay Massad, aged 14, from Burlington, Iowa.  
George A. Fritz, Jr., aged 17, from New Orleans, Louisiana.  
Rashad S. Zulfikar, aged 17, from Buffalo, New York.

## STEINMAN STATIONS

Chas. R. McCallough, General Manager

WDEL	AM 1340 TV	WKBO	WORK
Wilmington, Delaware		Harrisburg, Pennsylvania	York, Pennsylvania
WGAL	AM 1340 TV	WRBW	WEST
Lancaster, Pennsylvania		Reading, Pennsylvania	Easton, Pennsylvania

Represented by

ROBERT MEEKER ASSOCIATES

Chicago • Los Angeles •

This One



9800-WEU-0YK







# Final TV Allocations Plan Sparks Battle for Markets

Prolonged Fight Seen for Last VHF Frequencies in "Blue Chip" Sections

Continued from page 2

with requests for such changes not to be considered for a period of one year from the effective date of the table.

**Exceptions Note**  
Exception is made where a petitioner seeks assignment of a channel to a community in the table and which is not located within 15 miles of a listed community. Another exception is where a petitioner seeks assignment of a non-commercial educational channel to a community listed in the table and no channel assigned to the community has been reserved for education. Another exception is where a petitioner seeks assignment of an unreserved channel to a community in the table and the only channel assigned to the community is reserved for education. The plan makes assignment of a non-commercial educational TV, compared to 209 in the previous proposed findings, with 49 of the channels in the VHF range and the rest UHF. However, reservations will not be made for non-commercial educational institutions free the necessity of making immediate bids or letting the channels go by default to commercial TV use (see separate article for details on educational TV).

With the plan going into temporary storage until July 1 while FCC prepares for processing bids, the plan provides for the following order for the processing commencing on that date:

(1) Top priority goes to bids for channels designated for use by non-commercial educational stations, with the bids to be processed in the order accepted for filing;

(2) Next priority goes to bids for all channels in the territories and possessions (Alaska, Hawaiian Islands, Puerto Rico and the Virgin Islands) in the order they were accepted for filing;

(3) Next priority goes to applications grouped for processing as follows:

Group A  
(1) Applications resulting from the changed VHF channel assignment of certain operating stations; and

(2) Applications from VHF-UHF cities located 40 miles or more from a city in which a TV station is now operating.

Group B  
(1) Applications from cities where UHF channels only are assigned;

(2) Applications from cities in which all the VHF channels have been assigned and UHF channels are available;

(3) Applications from cities receiving one TV service by having no local TV stations;

(4) Applications from cities having only one service from its local TV station; and

(5) Applications from cities with two or more services.

Group C  
(1) Applications for modifications of construction permits granted after April 14, 1952;

(2) Petitions for reconsideration of commission actions on the new applications; and

(3) Petitions for waiver of hearing.

Group D  
(1) Certain applications to change existing facilities filed before April 14, 1952;

(2) Similar applications filed after that date; and

(3) Applications for licenses filed after the same date.

**Processing Priorities**  
Within each group, priority in processing will follow the order in which the group is subdivided. In general, applications will be processed according to populations of the communities involved, with the larger communities getting earlier consideration. From time to time the commission will issue lists of cities for which applications are in the Group A (3) and Group B processing lines, and those in Group D after processing in that category begins. Processing of applications in Group A (1) (2) (3) (4) (5) will start on the effective date of the rules.

Processing of Group A (2) (no service cities) and B (1) (UHF only cities). Applications will

commence July 1, 1952. The other classifications of Group B (1) applications in the order in which filed.

With the plan calling for a revised application form for new stations and changes in existing stations, applications presently on file with FCC, including 171 bids now removed from hearing status, must be revised or they will be dismissed. FCC stated bids must specify a channel assigned to the community in the table of assignments, with a provision also that a channel assigned to any community listed in the table can be applied for by any unlisted community within 15 miles of the listed community.

## Geographic Zones

Three geographic zones are established by the plan in the U. S. and the territories and possessions. Co-channel separations of 170 miles for VHF channels and 150 miles for UHF are established in Zone 1 encompassing Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, Pennsylvania, Delaware, D. C., Ohio, Indiana, Illinois and parts of Maine, New Hampshire, Vermont, New

York, Virginia, West Virginia, Michigan and Wisconsin.

Minimum co-channel assignment separations of 190 miles for UHF channels and 175 miles for UHF channels are established in Zone 2 embracing the territories and possessions and the states of Kentucky, Tennessee, the Carolinas, Missouri, Iowa, Minnesota, Arkansas, Kansas, Nebraska, Oklahoma, the Dakotas, Utah, Idaho, Arizona, New Mexico, Montana, Wyoming, Nevada, Colorado, Oregon, Washington and California and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Georgia, Alabama, Mississippi, Louisiana, Michigan and Texas.

Minimum co-channel assignment separations of 220 miles for VHF channels and 200 miles for UHF channels are established in Zone 3 including Florida and parts of Georgia, Alabama, Louisiana, Mississippi and Texas.

The list of communities getting TV frequencies remains little changed from the last proposal findings of March, 1951, and there is relatively small change in the channel assignments. However, some of the major cities undergo

# MIXED REACTION TO E-D TV PLAN

Allocation Boost to 242 Outlets Helpful, But Fear Jeopardy Clause

WASHINGTON, April 12.—The Federal Communications Commission's boost of educational TV frequencies to 242 in the final TV allocations plan, 35 more than in the proposed findings of March, 1951, met with a mixed reaction. Educators quickly hailed the boost, but Commissioner Frieda S. Hennek, in a partial dissent to the final plan, warned a big part of the educational TV area is in grave jeopardy of being forfeited to commercial use because of the FCC's ruling the reservations for educational TV will not stand indefinitely where educators fail to grab up the frequencies.

On the basis of present demonstrated demand from educational groups, a sizable number of the frequencies could go by default to commercial station use. The FCC plan provides that it will consider requests for changes in areas where there are no educational channels or where the only assigned channel is for education.

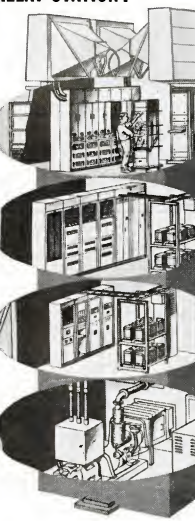
Chairman Edward Weibster, in a some shifts: among the most outstanding of these was New York City, losing UHF channel 19 for details on city assignments, see separate story.

separate concurring opinion on the allocations plan, said he would not support substantial reservation of channels for educational TV except for the FCC's decision to turn any unused educational reserved channel back to commercial availability.

The FCC's final plan raised the number of educational channels for TV in 15 states and made cuts in two. The Joint Committee on Educational Television urged educational institutions to "act at once" in bidding for frequencies. Chairman Edgar Fuller of JCEET hailed the FCC's plan as "an epochal decision" and said he had "no doubt that educational stations will be constructed and operated." Commissioner Webster, in his separate opinion, laid emphasis on the fact that if educators do not snap up the TV channels set aside for them, the idle channels can be assigned for commercial purposes, and he also suggested that the commission could require the commercial stations to provide adequate educational programs. Commissioner Hennek provided the commission plan as hamstringing educational TV, pointing out that relatively few institutions will be

(Continued on page 12)

## WHAT'S INSIDE A RADIO-RELAY STATION?



Sending television signals across the country is a complicated job, requiring 133 radio-relay stations between Boston and Los Angeles. This view of a typical unattended station shows the arrangement of the apparatus which amplifies the signal and sends it on.

### ON THE ROOF

are the lars antennas, each with its horn tapering into a waveguide which leads down to equipment in the building.

### ON THE TOP FLOOR

the signal is amplified and sent back to another antenna on the roof. Normally unattended, the station is visited periodically for maintenance.

### ON THE THIRD FLOOR

are power supplies for several acore electron tubes.

### ON THE SECOND FLOOR

are power supplies for additional electron tubes. Storage batteries on both floors operate the station in an emergency for several hours, but

### ON THE GROUND FLOOR

is an engine-driven generator which starts automatically after anything more than a brief power failure. Anything that happens—even an opened door—is reported to the nearest attended station instantly by an automatic alarm system.

Most of this equipment is complex, and expensive. The present value of the nationwide network, provided by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is nearly \$85,000,000. Yet the charges for use of this network are low—averaging about 10 cents a mile for a half-hour program.

Providing transmission channels for the radio and television industries today and tomorrow

**BELL TELEPHONE SYSTEM**





## HOTTER THAN CONVENTIONS

## Next Atomic Explosions to Be Nationally Televised

Continued from page 1

cost between \$80,000 and \$90,000 and that the phone booth would not be able to complete such a link in time for the tests even if the broadcasters were willing to come up with the dough. Landsberg felt it could be done and was appointed by the other stations to head the project.

Landsberg had wanted to set up a link of his own during Gen. Douglas MacArthur's San Francisco home-coming. At that time the net stations grabbed the phone company relay facilities linking San Francisco and Los Angeles. Landsberg immediately notified the squeezed-out stations that he would build his own link and give him pick-up to all corners. Net stations immediately threw open the facilities for an all-station pool.

This won't be the first time an A-bomb explosion has been seen on local TV. On February 6, 1951,

## WEB EXCS MEET

## NBC to Hold Regional Workshops

NEW YORK, April 12.—Four regional radio promotion-promerchandising workshops have been scheduled by the National Broadcasting Company, for employees of affiliate stations, with the first scheduled for Chicago May 1 and 2. Other meets will be in Chicago (May 5 and 6), New Orleans (May 12 and 13) and Hollywood (May 12 and 13). Purpose is to establish closer liaison between the stations and the network, to understand better web executives, promotion and publicity managers and their opposite numbers in the stations.

Participating for NBC will be president Joe McCann, assistant vicepres John K. Herbert, program vicepres Charles C. Barry, press and information vicepres Syd Elges, advertising and promotion manager Jack Evans, advertising promotion chief William J. Clemmer, merchandising director Fred Dodge, news and special events manager Henry Cassidy, plans and research manager Hugh Beville, and station relations manager Fred Shawn. Web execs will outline 1952 plans on the first day's sessions, and the second day will be devoted to discussion of their application on the local level.

## Schwab Joins Cohen Agency As TV Exec

NEW YORK, April 12.—Laurence Schwab Jr., this week signed a producer-director contract with the Harry B. Cohen Advertising Company here, as part of a general expansion program of the radio-TV production department. Schwab will produce and direct "Light On" series on National Broadcasting Company's TV web, and supervise "Police Story," a new Friday night series over the Columbia Broadcasting System. Both shows are sponsored by Pepsodent. Schwab also will produce "My Friend Irma" on NBC-TV, and "My Friend Irma" on the CBS radio network.

Schwab was formerly with J. Walter Thompson and Young & Rubicam, and directed several NBC TV programs. Joe DiDonato heads the Cohen radio-TV production department, which will also handle "Inner Sanctum" as summer replacement for "My Friend Irma" on the CBS radio network.

THE ASSOCIATED FILM PRODUCTIONS INC. DYNAMIC FILMS, INC.

KTLA set up cameras on Mount Wilson to show the atomic tests, the reflection of the explosion.

## SPOT DEAL

## Gen. Mills Co. Offers 1953 Summer Plan

NEW YORK, April 2.—General Mills this week offered radio stations throughout the country a summer spot announcement deal for 1953 similar to the one already concluded with some outlets for this summer.

The deal calls for about a 25 per cent cut in rates for a summer saturation campaign of spot, and would give the sponsor first refusal until March 1, 1953. General Mills' feeling is said to be that stations uncertain about future business conditions will take advantage of such an offer. Knox Reeves is the agency.

## ACLU VS. RED HUNTERS

## FCC Expected to Shun "Blacklist" Petition

WASHINGTON, April 12.—The Federal Communications Commission is expected to take no action on a petition for an American Civil Liberties Union to investigate alleged "blacklisting" of actors and writers in the radio and television industry. The ACLU asked the commission to refuse license renewals to three radio and television performers unless they pledge not to discriminate in employment on the basis of alleged real associations and beliefs, whether political or religious.

ACLU asserted that the broadcast groups had refused to give time to radio and TV performers because they had been labeled as Communist sympathizers in the

summer on the CBS radio network. CBS Considering Three New Program Possibilities . . .

The CBS radio web is looking over three new program possibilities for this summer. May replace Adams strip, a half hour adventure series built around Guy Gilpatric's "Clemenza" character and an opinion show featuring "The Galtop." "Lawyer, Moves into the 10-15-11:30 slot on Wednesday night. May replace Al Pearce. . . Pepsi-Cola has purchased half hour film series to go into its Saturday night 9-30 spot on CBS-TV which is to be vacated by Faye Emerson. . .

The CBS-TV production executives are watching and screening the new series. . . .

Three New Shows in Works At WBNT and WBNS . . .

Three new shows are in the works at WBNT and WBNS, New York. Beginning Sunday May 4

summer on the CBS radio network.

WBNS, in co-operation with the Museum of Modern Art, will air a half-hour children's series, "The Magic Gate," marking first time Museum has participated in a regular TV series. . . .

WBNS, in co-operation with the Museum of Modern Art, will air a half-hour children's series, "The Magic Gate," marking first time Museum has participated in a regular TV series. . . .

WBNS, in co-operation with the Museum of Modern Art, will air a half-hour children's series, "The Magic Gate," marking first time Museum has participated in a regular TV series. . . .

WBNS, in co-operation with the Museum of Modern Art, will air a half-hour children's series, "The Magic Gate," marking first time Museum has participated in a regular TV series. . . .

WBNS, in co-operation with the Museum of Modern Art, will air a half-hour children's series, "The Magic Gate," marking first time Museum has participated in a regular TV series. . . .

WBNS, in co-operation with the Museum of Modern Art, will air a half-hour children's series, "The Magic Gate," marking first time Museum has participated in a regular TV series. . . .

WBNS, in co-operation with the Museum of Modern Art, will air a half-hour children's series, "The Magic Gate," marking first time Museum has participated in a regular TV series. . . .

## VIDEO'S DUE TO CAMPAIGNWIRE FOR TWO CHICAGO POLITICOS

CHICAGO, April 12.—Television proved an ineffective medium for political campaigning at this week's Illinois primary election.

The defeated men were John S. Boyle, Democratic candidate for renomination as State's attorney, and Park Livingston, candidate for Republican nomination for governor. . . .

A major factor in the failure of TV to put them over was that their leaders didn't draw a large audience. . . .

WASHINGTON, April 12.—The radio-TV applicants to the Federal Communications Commission are expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

Approximately 525 applications for new stations were on file, and about 100 for a sharp increase in the rate of filings, despite the fact there will be a three-month wait before any TV bids are processed. . . .

Increased applications are looked for from prospective operators of educational TV stations as well from the 100 or so AM broadcasters, interests which already dominate the field of applications. . . .

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

## Foot of TV Applicants Seen in Wake of Thaw

Bedford, Mass. TV applicant for bid, Basil Brewer, as the proposed president and publisher, was among the candidates in Boston, at an estimated panel of \$454,605. Other bids in the area were from . . .

Effective May 31, Alka Seltzer, which has the other half of the 130-8 p.m. Saturday show on NBC-TV, is to be moved elsewhere. . . .

Regent Cigarettes has closed its deal for three outings per week on "Today" via NBC-TV. . . .

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).

WBNS-TV, Columbus, Ohio, is expected to step up sharply in the wake of FCC's decision on TV allocations plan Monday (14).



# FF's JONES RIPS TV Gross Billings, T A Looops

Sees Endless Lawsuits,  
Monopoly, Few New Stations

WASHINGTON, April 12.—Voicing fear that the Federal Communications Commission's TV allocations plan will have the effect of substantially raising the number of TV stations because of possible litigation as to the propriety of applications, Commissioner Robert F. Jones in one of the most biting dissents in FCC history assailed the Commission plan as "completely arbitrary and capricious." Jones, a former congressman, declared the Commission's scheme creates "an artificial barrier" of channels and "defeats the congressional intent of the Communications Act by a unjust and unreasonable term that works to the advantage of the largest cities" and "make the TV broadcasting business 'a million dollar blue chip game'." Jones, himself, proposed that the final plan should have been hitched to a more flexible station separation pattern tal-

ing into account economic needs as stipulated by the Communications Act.

"I dissent because the firm, fixed and final allocation plan constitutes an inefficient use of our valuable spectrum space," declared Jones, assailing the plan will leave UHF "badly handicapped." He asserted that "what happened to FM. He asserted 'the net result' of the Commission's pattern of legal separations 'is that the Commission has drastically limited the number of television stations which could be licensed in this country and has created an artificial scarcity.'"

He is profoundly disturbed not only by the long range effect of this action but by the immediate consequences, which are that years of litigation must ensue before any considerable number of (Continued on size 32)

# NBC Leads in TV Gross Billings, Creeps Up on CBS' Radio Top Spot

NEW YORK, April 12.—For the fifth consecutive month, the National Broadcasting Company has reduced the margin of radio gross time billings between it and the front-running Columbia Broadcasting System. The Publishers' Information Bureau's compilation of AM and TV gross web time charges for February shows that CBS took in \$794,500 more than NBC on the radio side. In TV, however, NBC's February gross of \$8,813,549 was \$1,710,500 ahead of CBS. TV Combined AM-TV gross that showed NBC with a \$916,000 advantage over CBS.

Radio grosses of the four webs thus far this year were as follows: CBS, January, \$5,164,309; February, \$4,768,561; NBC, January, \$4,857,353; February, \$3,994,018. American Broadcasting Company: January, \$3,301,479; February, \$3,177,970. Mutual Broadcasting System: January, \$1,878,409; February, \$1,600,398. All webs showed a drop in February, with a four-web January total of \$14,550,348 and February total of \$13,550,348.

On the TV side, the four-web picture shaped up this way: NBC, January, \$7,259,307; February, \$6,313,549; CBS, January, \$5,674,643; February, \$5,103,043. ABC, January, \$2,939,461; February, \$2,132,911. Du Mont, January, \$771,148;

February, \$748,544. Only NBC showed a smaller gross in February than in January. The four-web January total of \$15,071,550 was larger than the February take, despite improvements by three webs, because of NBC's February drop. Four-web February total was \$14,786,047.

Comparison of January and February combined gross in 1952 with the same period on 1951 indicates that network radio took a drop of over \$3,000,000. The first

two months of 1952 found the four webs with a combined take of \$29,082,498. This stacks up against the 1951 take of \$31,859,687. Only 1952, the former with a two-month total of \$6,470,449 this year, against \$5,002,139 last, and MBS with \$3,278,008 and \$2,969,582 in 1951.

In TV, all four webs are running well ahead of the first two months of 1951, in most cases nearly doubling last year's take. Four-web combined January-February grosses this year were \$29,857,606, compared with the 1951 gross of \$16,763,262.

## RWG Readies 2-Web Strike

NEW YORK, April 12.—The Radio Writers Guild this week was set for a strike of its 67 news and continuity writers at the National and American Broadcasting companies. RWG voted a strike after the deadlock for six months in negotiations with the webs over the question of commercial fees for newswriters. Continuity writers also want the question of rights to their material settled.

The Authors League Council, the RWG parent body, has voted its support of the strike.

## Shea to Head Clevel. Outlets

LEVELEND, April 12.—Hamilton Shea this week was named general manager of station WYAM-WTAM-FM and WYWB, owned and operated stations of the National Broadcasting Company in Cleveland. Appointment of Shea, who has been director of operations and controller of station in Cleveland, will take effect on May 1. He succeeds John McCormick, who resigned the post on April 4.

## MBS Three-Month Gross 11% Higher Than 1951

NEW YORK, April 12.—Additional proof of radio's growing strength in the face of TV was seen here this week, in an announcement that the Mutual Broadcasting System's gross billings for the first quarter of 1952 were 11.1 per cent higher than figures for the same period last year. In line with this, a network spokesman said that MBS's advertising billings increased to continue thru 1952, since 90 per cent of Mutual's commercial schedule will be maintained throughout the summer this year.

Average use of network facilities by Mutual advertisers this year numbers 356 stations, as compared to an average of 288 in 1951. Gross billings for first quarter of 1952 totaled \$5,128,201.82. MBS's gross for same period were \$4,817,598.72. The 1952

increase is particularly significant, because Mutual also showed an increase in gross billings last year, with 1951 figures showing a 12 per cent gain over 1950.

Gross billing figures do not include returns from network's cop sales department, which chalks up impressive figures annually, via "Game of the Day" sales. In addition to losses in the baseball series this year, Mutual will garner extra-billings from Schick's and the country's largest chain, marking first time series has been sponsored on the network. New advertisers buying time on web this year include Johnson's Wax, Miles Labs, and Sterling Drug.

## Few Allocation Plan Changes

WASHINGTON, April 12.—Changes in the final Federal Communications Commission Television allocations plan were few among the 59 cities of the nation's 50 largest communities remained untouched, while only three of the big 50 cities received a new VHF channel. VHF frequencies also were taken from the country's largest communities.

The FCC gave an additional VHF channel to the following: Denver, Memphis and Hartford, Conn., and it took away an UHF channel from New York City. Losing VHF frequencies, one apiece, were Tampa, Fla.; San Diego, Calif.; and New Orleans. Two additional UHF channels were given to Miami and Louisville. Cities adding an additional UHF channel apiece include Kansas City, Mo.; Houston, Tex.; Indianapolis; Cincinnati; Pittsburgh, and Cleveland. Channel 19 was taken from New York City, which leaves it with six VHF frequencies and two UHF's.

In granting Pittsburgh an additional channel, the commission pointed out that it has attempted to provide cities with a population of from 250,000 to 1,000,000 with one to six assignments. The cities of Wheeling, W. Va., and Staunton, O., were considered as one community by the commission and were allocated two VHF channels as well as two UHF outlets. The FCC refused Philadelphia's request for a fourth UHF channel, which would have meant taking it from either Wilmington, Del., or Lancaster, Pa., both of which have only one UHF outlet. Allocations for all three cities remained the same as under the March 1951 plan. Requests for additional VHF channels at Columbus, O., and Detroit were refused on the grounds that they would have been drawn from most needy areas. (See TV Freezes List story starting on Page 2.)

## Crider Joins K&E as Veeep

NEW YORK, April 12.—Wickliffe W. Crider this week resigned from Batten, Burtin, Durstine & Osborn to become vicepresident in charge of radio and television for Kenyon & Eckhardt. He was vicepresident and director of radio and TV creative services and talent for BBDO&O. In all likelihood BBDO&O will replace him with an outside executive, but will give the post to one of its current AM-TV execs.

J. W. Warwick this week joined K&E as a vicepresident and general executive. Most recently a partner in Woods & Warwick, the advertising exec was also a long-time member of Warwick & Legler.

## Name Kobak ARF President

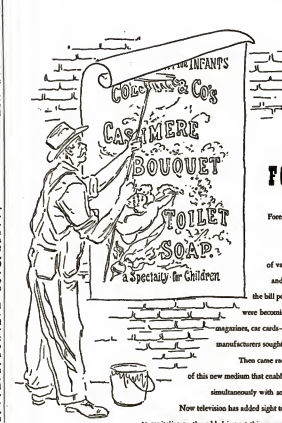
NEW YORK, April 12.—Edgar Kobak this week was named president of the Advertising Research Foundation, and is initiating a study of the ARF program with a view to making recommendations for enlarging the service to the membership. Some 125 advertisers, agencies and media are members of the recently-reconstituted ARF.

Kobak will continue his activities as consultant in addition to his new duties.

## Elgin Watch Spots Filmed by Sarra

CHICAGO, April 12.—Sarra, Inc. this week completed a new series of film 20-second spots for Elgin National Watch Company which will be used on TV stations throughout the country.

Huberman, Inc., handles the account.



## FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene.

Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster. About the same time that billboards

were becoming standardized, other media—newspapers, magazines, etc.—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio... and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound setting.

Now television has added sight to sound... and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In W-LW-Land, these two media—W-LW Radio and W-LW Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.

1922-1952  
30th Year  
THE NATION'S STATION AND ITS TV SERVICE



## PRODUCTION LAPSE

Seen in Negotiations  
Between Labor and TV

HOLLYWOOD, April 12.—Lengthy labor negotiations continuing with TV film producers are seen by some as finally settling the matter of applying the brakes to production. Raoul Pangel, chairman of the labor

negotiating committee of the Alliance of TV Film Producers, told The Billboard that production is being held up by the fact that movie makers can't make deals with the labor union. The labor union is not making deals with the movie makers until the labor situation is cleared up, Pangel said, production will move at a snail's pace.

Alliance is currently negotiating with the Screen Actors' Guild and Screen Directors' Guild, with negotiations still pending with Screen Writers' Guild. The labor union included an agreement with the craft union.

Producers contend that labor negotiations are taking up so much time that executives who must be involved in actual production can't be at camera sides because they're engaged in union meetings.

Hal Roach Jr., however, reports that TV film's growing pains in the realm of labor are very responsible for the present lack in production. Roach feels the lull is only temporary and is a periodic breathing spell between high-pressure shooting periods. Roach left is currently shooting two "Bullfinch" and "James N. Andy" out of the line. He is waiting for the "Duffy" is scheduled to start again within the next few days. He is also shooting "Duffy's Tavern" one-shot next week.

"Stop Music"  
To Go Off  
After April 24

NEW YORK, April 12.—The record of the TV version of "Stop the Music" of never having aired sustaining will be maintained by the American Broadcasting Company thru the expedient of knocking the show off the air following the April 24 outing. On that date, the Toni-Hazel Bunting alternating membership for the first half hour ends. Old Gold, which has run for the second 30 minutes, 8:30-9 p.m. Thursday, also decided it wanted a change of show, and will move "Chance of a Lifetime" into that slot starting May 1. Dennis James takes over as emcee on "Chance."

Radio version of "Stop" continues. The web has as yet made no decision about whether to produce the video edition, but it is expected to make it a time slot, possibly in a half-hour version, by summer.

## Program Wrap-Up

Continued from page 10

which features Big Jon (Jon Arthur) and Sparkie, is owned by Arthur and Robert J. Thompson. William (Hopalong) Cassidy starts producing a series of 30 half-hour "Hopalong" TV films this summer to be distributed via syndication and to be available this fall. Boyd, who turned down offers, said his entire interest in the property, with financial backing, produce it himself.

Bing Crosby Enterprises are dickering with Joan Fontaine to introduce each episode of Crosby's new dramatic series, "Crosby Theater." Crosby Enterprises has also taken an option on Jeff Wray, a Pasadena Playhouse product, for a new situation comedy based on the plight of an actor who resorts to modeling... Cy Howard's "East to Help" button up the Columbia Broadcasting System's radio-TV version of "That's My Boy." CBS-TV is dickering with Gene Mayhewoff to do the lead. Program will go on live as a video series.

**GLOSSY PHOTOS IN 1 DAY!**  
5¢ each  
In 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 2682, 2683, 2684, 2685, 2686, 2687, 2688, 2689, 2690, 2691, 2692, 2693, 2694, 2695, 2696, 2697, 2698, 2699, 2700, 2701, 2702, 2703, 2704, 2705, 2706, 2707, 2708, 2709, 2710, 2711, 2712, 2713, 2714, 2715, 2716, 2717, 2718, 2719, 2720, 2721, 2722, 2723, 2724, 2725, 2726, 2727, 2728, 2729, 2730, 2731, 2732, 2733, 2734, 2735, 2736, 2737, 2738, 2739, 2740, 2741, 2742, 2743, 2744, 2745, 2746, 2747, 2748, 2749, 2750, 2751, 2752, 2753, 2754, 2755, 2756, 2757, 2758, 2759, 2760, 2761, 2762, 2763, 2764, 2765, 2766, 2767, 2768, 2769, 2770, 2771, 2772, 2773, 2774, 2775, 2776, 2777, 2778, 2779, 2780, 2781, 2782, 2783, 2784, 2785, 2786, 2787, 2788, 2789, 2790, 2791, 2792, 2793, 2794, 2795, 2796, 2797, 2798, 2799, 2800, 2801, 2802, 2803, 2804, 2805, 2806, 2807, 2808, 2809, 2810, 2811, 2812, 2813, 2814, 2815, 2816, 2817, 2818, 2819, 2820, 2821, 2822, 2823, 2824, 2825, 2826, 2827, 2828, 2829, 2830, 2831, 2832, 2833, 2834, 2835, 2836, 2837, 2838, 2839, 2840, 2841, 2842, 2843, 2844, 2845, 2846, 2847, 2848, 2849, 2850, 2851, 2852, 2853, 2854, 2855, 2856, 2857, 2858, 2859, 2860, 2861, 2862, 2863, 2864, 2865, 2866, 2867, 2868, 2869, 2870, 2871, 2872, 2873, 2874, 2875, 2876, 2877, 2878, 2879, 2880, 2881, 2882, 2883, 2884, 2885, 2886, 2887, 2888, 2889, 2890, 2891, 2892, 2893, 2894, 2895, 2896, 2897, 2898, 2899, 2900, 2901, 2902, 2903, 2904, 2905, 2906, 2907, 2908, 2909, 2910, 2911, 2912, 2913, 2914, 2915, 2916, 2917, 2918, 2919, 2920, 2921, 2922, 2923, 2924, 2925, 2926, 2927, 2928, 2929, 2930, 2931, 2932, 2933, 2934, 2935, 2936, 2937, 2938, 2939, 2940, 2941, 2942, 2943, 2944, 2945, 2946, 2947, 2948, 2949, 2950, 2951, 2952, 2953, 2954, 2955, 2956, 2957, 2958, 2959, 2960, 2961, 2962, 2963, 2964, 2965, 2966, 2967, 2968, 2969, 2970, 2971, 2972, 2973, 2974, 2975, 2976, 2977, 2978, 2979, 2980, 2981, 2982, 2983, 2984, 2985, 2986, 2987, 2988, 2989, 2990, 2991, 2992, 2993, 2994, 2995, 2996, 2997, 2998, 2999, 3000, 3001, 3002, 3003, 3004, 3005, 3006, 3007, 3008, 3009, 3010, 3011, 3012, 3013, 3014, 3015, 3016, 3017, 3018, 3019, 3020, 3021, 3022, 3023, 3024, 3025, 3026, 3027, 3028, 3029, 3030, 3031, 3032, 3033, 3034, 3035, 3036, 3037, 3038, 3039, 3040, 3041, 3042, 3043, 3044, 3045, 3046, 3047, 3048, 3049, 3050, 3051, 3052, 3053, 3054, 3055, 3056, 3057, 3058, 3059, 3060, 3061, 3062, 3063, 3064, 3065, 3066, 3067, 3068, 3069, 3070, 3071, 3072, 3073, 3074, 3075, 3076, 3077, 3078, 3079, 3080, 3081, 3082, 3083, 3084, 3085, 3086, 3087, 3088, 3089, 3090, 3091, 3092, 3093, 3094, 3095, 3096, 3097, 3098, 3099, 3100, 3101, 3102, 3103, 3104, 3105, 3106, 3107, 3108, 3109, 3110, 3111, 3112, 3113, 3114, 3115, 3116, 3117, 3118, 3119, 3120, 3121, 3122, 3123, 3124, 3125, 3126, 3127, 3128, 3129, 3130, 3131, 3132, 3133, 3134, 3135, 3136, 3137, 3138, 3139, 3140, 3141, 3142, 3143, 3144, 3145, 3146, 3147, 3148, 3149, 3150, 3151, 3152, 3153, 3154, 3155, 3156, 3157, 3158, 3159, 3160, 3161, 3162, 3163, 3164, 3165, 3166, 3167, 3168, 3169, 3170, 3171, 3172, 3173, 3174, 3175, 3176, 3177, 3178, 3179, 3180, 3181, 3182, 3183, 3184, 3185, 3186, 3187, 3188, 3189, 3190, 3191, 3192, 3193, 3194, 3195, 3196, 3197, 3198, 3199, 3200, 3201, 3202, 3203, 3204, 3205, 3206, 3207, 3208, 3209, 3210, 3211, 3212, 3213, 3214, 3215, 3216, 3217, 3218, 3219, 3220, 3221, 3222, 3223, 3224, 3225, 3226, 3227, 3228, 3229, 3230, 3231, 3232, 3233, 3234, 3235, 3236, 3237, 3238, 3239, 3240, 3241, 3242, 3243, 3244, 3245, 3246, 3247, 3248, 3249, 3250, 3251, 3252, 3253, 3254, 3255, 3256, 3257, 3258, 3259, 3260, 3261, 3262, 3263, 3264, 3265, 3266, 3267, 3268, 3269, 3270, 3271, 3272, 3273, 3274, 3275, 3276, 3277, 3278, 3279, 3280, 3281, 3282, 3283, 3284, 3285, 3286, 3287, 3288, 3289, 3290, 3291, 3292, 3293, 3294, 3295, 3296, 3297, 3298, 3299, 3300, 3301, 3302, 3303, 3304, 3305, 3306, 3307, 3308, 3309, 3310, 3311, 3312, 3313, 3314, 3315, 3316, 3317, 3318, 3319, 3320, 3321, 3322, 3323, 3324, 3325, 3326, 3327, 3328, 3329, 3330, 3331, 3332, 3333, 3334, 3335, 3336, 3337, 3338, 3339, 3340, 3341, 3342, 3343, 3344, 3345, 3346, 3347, 3348, 3349, 3350, 3351, 3352, 3353, 3354, 3355, 3356, 3357, 3358, 3359, 3360, 3361, 3362, 3363, 3364, 3365, 3366, 3367, 3368, 3369, 3370, 3371, 3372, 3373, 3374, 3375, 3376, 3377, 3378, 3379, 3380, 3381, 3382, 3383, 3384, 3385, 3386, 3387, 3388, 3389, 3390, 3391, 3392, 3393, 3394, 3395, 3396, 3397, 3398, 3399, 3400, 3401, 3402, 3403, 3404, 3405, 3406, 3407, 3408, 3409, 3410, 3411, 3412, 3413, 3414, 3415, 3416, 3417, 3418, 3419, 3420, 3421, 3422, 3423, 3424, 3425, 3426, 3427, 3428, 3429, 3430, 3431, 3432, 3433, 3434, 3435, 3436, 3437, 3438, 3439, 3440, 3441, 3442, 3443, 3444, 3445, 3446, 3447, 3448, 3449, 3450, 3451, 3452, 3453, 3454, 3455, 3456, 3457, 3458, 3459, 3460, 3461, 3462, 3463, 3464, 3465, 3466, 3467, 3468, 3469, 3470, 3471, 3472, 3473, 3474, 3475, 3476, 3477, 3478, 3479, 3480, 3481, 3482, 3483, 3484, 3485, 3486, 3487, 3488, 3489, 3490, 3491, 3492, 3493, 3494, 3495, 3496, 3497, 3498, 3499, 3500, 3501, 3502, 3503, 3504, 3505, 3506, 3507, 3508, 3509, 3510, 3511, 3512, 3513, 3514, 3515, 3516, 3517, 3518, 3519, 3520, 3521, 3522, 3523, 3524, 3525, 3526, 3527, 3528, 3529, 3530, 3531, 3532, 3533, 3534, 3535, 3536, 3537, 3538, 3539, 3540, 3541, 3542, 3543, 3544, 3545, 3546, 3547, 3548, 3549, 3550, 3551, 3552, 3553, 3554, 3555, 3556, 3557, 3558, 3559, 3560, 3561, 3562, 3563, 3564, 3565, 3566, 3567, 3568, 3569, 3570, 3571, 3572, 3573, 3574, 3575, 3576, 3577, 3578, 3579, 3580, 3581, 3582, 3583, 3584, 3585, 3586, 3587, 3588, 3589, 3590, 3591, 3592, 3593, 3594, 3595, 3596, 3597, 3598, 3599, 3600, 3601, 3602, 3603, 3604, 3605, 3606, 3607, 3608, 3609, 3610, 3611, 3612, 3613, 3614, 3615, 3616, 3617, 3618, 3619, 3620, 3621, 3622, 3623, 3624, 3625, 3626, 3627, 3628, 3629, 3630, 3631, 3632, 3633, 3634, 3635, 3636, 3637, 3638, 3639, 3640, 3641, 3642, 3643, 3644, 3645, 3646, 3647, 3648, 3649, 3650, 3651, 3652, 3653, 3654, 3655, 3656, 3657, 3658, 3659, 3660, 3661, 3662, 3663, 3664, 3665, 3666, 3667, 3668, 3669, 3670, 3671, 3672, 3673, 3674, 3675, 3676, 3677, 3678, 3679, 3680, 3681, 3682, 3683, 3684, 3685, 3686, 3687, 3688, 3689, 3690, 3691, 3692, 3693, 3694, 3695, 3696, 3697, 3698, 3699, 3700, 3701, 3702, 3703, 3704, 3705, 3706, 3707, 3708, 3709, 3710, 3711, 3712, 3713, 3714, 3715, 3716, 3717, 3718, 3719, 3720, 3721, 3722, 3723, 3724, 3725, 3726, 3727, 3728, 3729, 3730, 3731, 3732, 3733, 3734, 3735, 3736, 3737, 3738, 3739, 3740, 3741, 3742, 3743, 3744, 3745, 3746, 3747, 3748, 3749, 3750, 3751, 3752, 3753, 3754, 3755, 3756, 3757, 3758, 3759, 3760, 3761, 3762, 3763, 3764, 3765, 3766, 3767, 3768, 3769, 3770, 3771, 3772, 3773, 3774, 3775, 3776, 3777, 3778, 3779, 3780, 3781, 3782, 3783, 378











## EDITORIAL

# Self-Sell—Or Die Get Going, ASCAP!

February 23 The Billboard, in an editorial, urged American Society of Composers, Authors and Publishers to more actively merchandise its catalog, to promote itself on all fronts, to tell its story to music users. Thursday (10), the Society's board, in special session, examined suggestions for an overall public relations campaign which would, in effect, more effectively "sell" the Society (see separate story).

This is no time to be lulled by outdated traditionalists. We are all familiar with the usual arguments against use of the membership's music for purposes other than live performance. The members' funds, of course, must not be used frivolously, but funds can surely be allocated for the proper merchandising of great music. Money, too, can properly be used by ASCAP to better acquaint lawmakers, cultural groups and the population, generally, with the ASCAP story.

There was no urgency to do these things in pre-BMI days. Today, the urgency is great. ASCAP's competitor is solidly entrenched in the domestic broadcasting and television fields; it has 4,000 non-radio licenses; it has, during the past year, concluded reciprocal agreements with SACEM and other important foreign Societies. BMI's music is running ASCAP at a very close race, as can be ascertained by a glance at the best-selling and most-played charts.

It would be foolhardy for ASCAP to refuse to more actively promote itself. Foolhardy and dangerous. Such a viewpoint, in fact, would constitute a frivolous neglect of its membership's best interests.

## RESPONSE TO DANCE BALLY

# Big Initial Reaction Spurs GAC to More Promotion

NEW YORK, April 12.—The move by General Artists Corporation to promote public interest in the GAC Drive To Hypo Dancing (The Billboard, March 28) has met with what agency men call a "surprisingly good initial response" from promoters and ballroom operators and from individual dancers who appear interested in one-shot promotions. As a result, GAC has been meeting with various band managers and is preparing additional ad spots and a series of window cards on the basic theme: "Want to meet new friends?" and "Go out and have fun."

Typical comments on the agency's offer to supply a promotion brochure and ad spots follow: "Have read with a great deal of interest the story in The Bill-

board about this dance promotion campaign. Please send me a complete kit."—Alice McMahon, Indiana Road, Indianapolis.

"Just finished reading the 'GAC Drive To Hypo Dancing' article in The Billboard. I want to say it makes me happy to see something being done in that direction."—Larry Bugner, Bugner School of Dancing, San Antonio.

"Keep up the good work, and if I can help, please do not hesitate to call upon me."—Lew Platt, L.C.Z. Press, New York.

"Please ship us your dance promotional advertising kit, including music brochure and sign as mentioned in The Billboard. We want to compliment you on the idea. We will just follow thru, per-

(Continued on page 46)

# BMI Non-Radio Reps Convene to Talk Shop

NEW YORK, April 12.—Broadcast Music, Inc., this week wound up a four-day convalesce of non-radio field men—BMI reps concerned with the licensing of other-than-radio music users. This convalesce, first of its kind, was held to exchange experience and to discuss the plan to license other-than-radio users in 1946. Growth has been rapid, but the organization has a big future. Currently, BMI is licensing more than 4,000 non-radio licenses. These include 1,000 hotels, 2,000 night clubs and 1,000 restaurants, amusement places, such as rinks, auditoriums, etc.

Non-radio licenses are generally based on a percentage of the music and entertainment program. Selling rinks and other users who make use of recorded music, have a license based upon administration.

According to H. P. Somerville, vice-president in charge of non-

radio licensing, the confab considered the reactions of music users in the different fields and discussed techniques for obtaining licenses, combatting infringements, etc. The current plan is to make it an annual event with the first convalesce in a different key city each year. This year's session was attended by 14 reps, covering all key areas of the nation.

Addressing the gathering were the following: Carl Hawley, BMI president; Sydney Kaye, vice-president in charge of general counsel; Bob Boutwell, vice-president in charge of publisher relations; and E. Waldo, vice-president in charge of finance, Somerset and others.

# Rosen Victor Distrib, Dies

PHILADELPHIA, April 12.—Raymond Rosen, founder and head of Raymond Rosen and Co., distributor for RCA Victor products in the Philadelphia area, died suddenly on the morning of April 12. He was 58. In addition to his business interests Mr. Rosen was active in many community endeavors. He was a member of the Fairmount Park Commission, a former president of the Philadelphia Housing Authority and a member of the Philadelphia chapter of the Allied Jewish Appeal and the Federation of Jewish Charities.

# Indie Labels Ask RAA Help With Classic LP Problems

# Air Gripes, Recommendations for Aid In Stimulating Biz, Cleaning Up Evils

By IS HOROWITZ  
NEW YORK, April 12.—Industry-wide action to spur commercial interest in LP records was asked Tuesday (8) as a group of indie labels met to discuss their interest in the Record Industry Association of America to examine the problem of special concern to classical labels. Dikery executives reported the creation of a committee in stemming a reported deterioration of aggressive selling on the part of dealers by setting in motion

# ASAP Weighs Campaign To Sell Itself to Public

## Many Members Feel Congressmen And Other 'VIP Don't Appreciate It

• Continued from page 1

such organizations as women's clubs, high schools, libraries and groups, etc.

The American Society has periodically launched various public campaigns, during the period

of stress. Traditionally, the Society has operated with scant regard for publicity. Many ASCAP members feel the current period offers a public relations campaign to merchandise the Society

on all levels. Chief cause for action, it is felt, is the continued advance being made by Broadcast Music, Inc., in the domestic and foreign music fields. BMI, of course, has merchandised itself heavily during the 12 years of its existence.

There is no assurance, at this point, that the Society will embark upon a large scale campaign to "sell" its music to some by an obstacle because the Society presumably has no right to spend its members' money for such a purpose. Many ASCAPers hold, however, that authorization from the membership could easily be obtained.

# Action Afoot; Price War Moves Apace

## Liberty Spikes Talk of LP Discount Nix; Shuttering; ARO in Suit; FTC Looks In

NEW YORK, April 12.—A shot-lived rumor that the Liberty Music chain was about to drop its 30-per-cent-off sale simmered thru LP trade circles here this week, but was quickly spiked by Ben Kaye, Liberty topper, who said the stores' present policy will be continued.

This was but one of several recent developments on the local price front, which also included the shuttering of several discount outlets, an intermediate step in a legal suit against two major price cutters and word that investigation of the record situation has been undertaken by the Federal Trade Commission.

Rumor's Base  
Two factors sparked the Liberty rumor. The chain failed last

run its customary sale ad last Sunday's newspapers and dominance in its window displays was given this week to plugging clearance sale of Magnavox sets.

The two developments, taken together, gave others in the industry hope that the chain, whose move to sell below list touched off

(Continued on page 46)

# Capitol Waxes "Robin Hood"

NEW YORK, April 12.—Capitol Records has obtained the album rights involving the original to the forthcoming, Walt Disney flick, "Robin Hood."

Capitol has become increasingly active in all phases of the album market. The company recently secured the rights to original cast recordings of the musicals, "Three Wishes for Jamie" and "Of This I Sing," and is now riding high with the Jane Froman set, "With a Song in My Heart."

Capitol intends to go all out promotion-wise with the "Robin Hood" album. It will be a two-record set with an original story included in addition to the usual window displays and

(Continued on page 47)

# Lawrence, Fain To Score "Beauty"

NEW YORK, April 12.—Jack Lawrence and Sammy Fain have been assigned to do the score of the next Walt Disney film, "Sleeping Beauty." The cliffers train to the Coast this week.

# Slim Hope Now For Luke Bill

WASHINGTON, April 12.—The Bryson-Kefauver Copyright Bill continues in an inactive status with the House having recessed until April 22, and with less chance than ever for the bill to come out of the House Subcommittee on Copyrights, Patents and Trade Marks this session.

The subcommittee, headed by Rep. Joseph Bryson (D., S. C.), has been deliberated on the bill in nearly two weeks and has not yet been trained from setting a date for

(Continued on page 47)

# Showdown Seen Near Twixt CAB, RAA

TORONTO, April 12.—A showdown between the Canadian Association of Broadcasters and the Composers, Authors and Publishers Association of Canada, Ltd., is expected to come before the end of the month following a vote by the members of the CAB board of directors.

No hints as to the plan to be followed by the CAB is being released. Everything about the CAB situation is being kept under wraps.

Only one thing is certain about the CAB's new move following the award by the Copyright Appeal Board of Canada to CAPAC of 35 per cent of the gross revenue of radio stations, and that is that the CAB will fight the award.

# Pubs Eye Pic-Disk Use

NEW YORK, April 12.—Chances are that the coming of an extremely cautious attitude with regard to licensing the use of music on TV and radio will be used in this manner by Session producers in producing this type of TV programming. It is understood, however, that the license granted to the weekly experimental one. The agreement with Seaboard based on a percentage of the gross, but whether this will be the basis for future deals is problematical and depends upon future development of this phase of the TV industry.

Publishers are not quite certain as to how to regard this type of music use. Some feel it is tantamount to a "give-away" and others feel it is an entirely new concept.

Just what is not clear in the present, but there are several possibilities.

One is that the stations will not play any CAPAC music, reserving themselves to BMI tunes only. This was the action advocated by 30 stations at the CAB meeting a couple of weeks ago.

Just how many stations have actually cut off CAPAC music is not known. One station in Toronto, CKRH, has banned the music. Other stations have cut down on the use of CAPAC and are logging the same.

Meantime, while the CAB is figuring out how it can fight CAPAC, the one station in Ontario are talking among themselves as to how they can oppose CAPAC. Art Lipton of Siegel Distributing, Toronto, distributor for Wurlitzer in Canada, said the operators plan to impose a charge, on each operator to fight CAPAC's tariff rates in the courts.

# Bloch Knocked For Tune Grabs

NEW YORK, April 12.—Several music publishers are putting the knock on maestro Ray Bloch who does "Songs for Sale" and a radio program. Bloch has been putting the charge to his Bloch grab off tuner done on the radio program. Bloch soon will learn they're being recorded. The publishers are organizing a group of publishers who were bidding for "Rhode Island Red" from (Continued on page 47)

institutional public relations and advertising campaigns. They also will hold with special-interest segments among its members.

The meeting, also held under the auspices of the RIAA, was described as an unofficial call by John Griffin, RIAA executive secretary. He characterized the session as an informal discussion that would give the members a chance to deal with problems on which members desire concerted action. No steps have yet been planned to im-

plement suggestions made. The

One above LP diskettes are subject to, which participants feel RIAA can correct with relative ease is the growing demand for free records from fringe reviewers who make review copies by sending their way back to dealers. It is charged, with certain commentators (Continued on page 47)



# 15,000,000 45 R.P.M.s For Juke Box Use in 1952

Hiked Production, Distribution  
To Shoot Figure Higher in 1953

By NORMAN WEISER

CHICAGO, April 12.—More than 15,000,000 45 r.p.m. records will be channelled into the juke box field this year, it has been learned, and, barring a world war which would halt production, this figure will be more than doubled in 1953.

The rapid increase in the use of the new speed plates in juke boxes is attributed to two basic factors:

1. The tremendous increase in production of juke boxes of 45 r.p.m. disks exclusively. This increase is minute compared to what it will be once the bars of new machine production are down.

2. The increased efficiency of distribution of 45 r.p.m. records throughout the country. This is pointed out by the example set by Mercury. To date this year, Mercury distribution of 45 r.p.m. records is about 20 per cent over

that of the comparable period last year. Too, both 45 and 78 r.p.m. sides are now being released simultaneously, compared with a two-to-one three-week lag in 45 r.p.m. over last year.

Juke Output  
Output of the 45 r.p.m. phonograph is now an established part of the juke box picture. Seeburg, one of the major factors in

the field, has been producing 45 r.p.m. machines exclusively now for more than a year. AMI is in production of a 45 r.p.m. unit, but this production is limited by material restrictions.

With the introduction of a 45 r.p.m. version of its 12300, now has introduced a new machine which features both 45 and 78 r.p.m. (Continued on page 44)

## Band Bookers Crack Solid School Front

Colleges Mull Shifting Proms to Midweek  
For Better Deal on Name Attractions

CHICAGO, April 12.—Major band offices here have finally cracked the formerly solid school front against band bookings on weekends. The move is expected to be a major trend in the industry in the next year.

Actually it has been the name bands which have been used to develop this trend—a move which has long been attempted by the offices, with little or no success. And while the program still has a long way to go before it can be termed successful, the fact that practically all offices have set bookings thru the balance of the current school terms on week nights, proves the schools have finally come around to at least

giving consideration to shifting their dance nights.

Offices reported that in recent months they had found some colleges willing to give up their formal Friday or Saturday proms in order to get a name attraction—but a good many other schools still refuse to budge on the matter. In addition to being able to deliver the Ray Anthony, Ralph Flanagan, Stan Kenton, etc., offices are able to give the schools a better price on a week night, compared to a Friday or Saturday.

Smaller Budgets  
The price factor also holds true with the schools which are on limited budgets, including some colleges and practically all high schools. These institutions usually have \$1,000 or less to spend for a date.

By shifting to a week night, they can get a semi-name and still have \$200 to \$300 left over. While the larger schools, in most cases, are still holding to Friday or Saturday proms, they have, in recent months, expressed interest in bringing in a name band on a week night for a special dance or concert date, and on these bookings can get the same name figure, and therefore will go along with the change.

In the case of high schools, where the budget is invariably low, the change is invariably slow. (Continued on page 42)

## GAC Re-Signs Anthony Ork

NEW YORK, April 12.—General Artists Corporation this week signed a new three-year contract with the Ray Anthony ork. Band is tied to the agency for five years, according to agency executives.

Anthony and his personal manager, Sam Lerner, had been reported to be adding a contact man to the ork's staff and also to be expanding their office here.

Anthony and his personal manager, Sam Lerner, had been reported to be adding a contact man to the ork's staff and also to be expanding their office here.

## DISK DEAL

### Colosseum Inks Vatican Radio Pact

NEW YORK, April 12.—A five-year recording pact was signed this week between the Vatican Radio, the Vatican City radio station, and Colosseum Records, according to Bruno Zevi, director of the LP diskery. Releases will include, but will not be limited to, religious compositions.

Ronty also said that the first LP pressings from Durium Dischi, masters of another Vatican label, released by Colosseum before the end of the month. The first of the American firms inked a deal recently which awarded Colosseum domestic rights to the Durium catalog. Featured in the first release will be the "Adonai" record, a complete Shema in Hebrew. Artists include soloists from La Scala and the Israeli Temple in Milan.

### H. & R. Packs Flored Tillman

HOLLYWOOD, April 12.—Flored Tillman, the Houston songwriter and Columbia recording artist, this week switched his exclusive song-writing pact to the new, independent writing firm International to Hill & Range Songs. Tillman inked a three-year deal with the Algonquin label. He is the writer of songs such as "I Love You So Much It Hurts" and "Slipping Around." Tillman currently is expanding his recording studio in Hollywood. His new direction is cutting sessions for various labels, to handle TV film work.

Hill & Range also have reorganized the corporate set-up for Jenny Lou Carson, Midwestern writer who has a long-term deal with the firm which still has four writers to run, with the new catalog of her former firm, Jenny Lou Carson Songs, will be shifted to Rio Grande Music, a brand new BMI affiliate.

## ON THE SAME PLATFORM YET

NEW YORK, April 12.—A pillar of the American Society of Composers, Authors and Publishers and a rep of Broadcast Music, Inc., are joining together in a common purpose. Dorothy Fields, noted ASCAP lyricist, and Milton Rosenburg, director of BMI's editorial department are to be spokes before Duke University music students in Durham, N. C., on April 22. "Book Writing for Musical Comedy" will be discussed by Miss Fields. Rosenburg's talk is entitled, "You Want to Write a Song."

HOLLYWOOD, April 12.—The general entertainment picture here has been lethargic for some time, but as top show business goes, it will get a shot in the arm from several sources from now until the middle of August. Most important shot will probably come around August 1 when Detroit's Staller, opens the doors of the new Terrace Room. Staller, who has learned this week that the Terrace Room, a 460-seater of the Staller, will be a big success. It will also work an ice rink. Fans can be seen skating on a levitating dance floor and ice rink, similar to the set-up in the Conrad Hotel. Chicago's Staller executives are reported to have pledged Guy Lombardo for the opening of the new room, but Lombardo preferred to stay in the East during this period. Perry Como has already pitched a bid for the opening, but the room would use a singing headliner in this salary bracket only for the debut period.

Frances of the Staller here as both a name band and ice revue means is important, for if the hotel enters the double lure policy, it will mean that the near-by Biltmore Hotel, Chicago's Staller executives are reported to have pledged Guy Lombardo for the opening of the new room, but Lombardo preferred to stay in the East during this period. Perry Como has already pitched a bid for the opening, but the room would use a singing headliner in this salary bracket only for the debut period.

### Mrs. Molly Israel, Kin of Rael, Dies

MIAMI BEACH, April 12.—Mrs. Molly Israel, mother of Jack Rael, Matt Page's manager-partner, died at her home here Tuesday. She was 65. The body was flown to New York for burial. Mrs. Israel is survived by her husband, Philip, two daughters and two sons.

### MELLIN, STUCK FOR HIT, PENS OWN BALLAD

NEW YORK, April 12.—The music business shapes up as getting tougher and tougher, when Bobby Mellin has to have to write their own hit tunes. That seemed to be the story promised in the current ballad "Tim Yours." Bobby Mellin, of Mellin Music and a number of affiliated firms, has been seeking a strong ballad for a long time. Unable to pick one up from his writer sources, he set out to write his own. The words to "Tim Yours," written by Mellin, were the tune with Don Cornell on Coral, and immediate reaction was strong. RCA Victor rushed in to do the tune with Eddie Fisher and doubled 100,000 of the Fisher disks on the market in a hurry. In the first three days alone, he had ordered another 25,000.

Disc makers the song with the Four Aces Tuesday (15), which figures to be another stimulus to record speed to hitdom.

Disc makers the song with the Four Aces Tuesday (15), which figures to be another stimulus to record speed to hitdom.

### Capital Stores Band to Fight Disk Price Cut

WASHINGTON, April 12.—In the latest repercussions from New York City's disk price war, retail chain stores here are banding together informally to seek cooperation from major disk manufacturers in battling cut-price distribution.

The Washington group, which started the organization Tuesday this week with nine stores representing 100,000 in sales, has a score of stores represented at its next meeting Tuesday. Avoiding the subject of the price war, the group elected officers, the group (Continued on page 46)

### Net to Offer 23 Operas Next Season

NEW YORK, April 12.—As the Metropolitan Opera Company begins its annual spring tour, plans have been announced for the Met's 68th season, which opens November 10, 1952. During the 26-week season, a total of 23 different operas will be performed. These include three new productions—Verdi's "La Forza del Destino," Stravinsky's "The Rake's Progress," and the 12th annual production in alternating English and Italian versions of "The Merry Widow."

The spring tour which opens in Cleveland Monday (14) moves on to 14 other cities. Instead of before winding up in Toronto and Montreal. A total of 44 performances, 11 different operas, are scheduled during the seven-week tour. Featured in the program are the operas of "Carmen" and 11 of "Aida."

## NOW WHERE WERE WE?

### AFM Enmeshed in Bogus Wax, Violations, Robbery

NEW YORK, April 12.—One of the most bizarre recording dates in the history of Local 802, American Federation of Musicians, took place here last week. As the result of a hearing before the local, two recording companies lost their licenses; a diskery not approved for its start-up; and the hearing of two young ladies, one a singer and the other a singer, and thus formed a new diskery. Intermingled with all this fracas was the robbery in which 200 records made by all of the above companies, more or less together, were stolen.

The incidents in the following order:—Diskery A, which was not licensed by the AFM, asked a songwriter if she would like to have her tunes recorded. The

young lady, thinking the firm was a licensed union diskery, okayed the deal with a girl friend as singer, the young lady both returned, upon hearing that it would cost them \$75 per side. They made the disks at a session. Instead of singing two sides, they ended up making two sides for Diskery A, the session at the urging of the diskery head, two more than allowed by recording rules.

Suspicion  
After the date was completed, the young ladies became suspicious when their records were delivered after the time promised. They called another diskery, who worked for a printer who had been known to the diskery, and became suspicious. She called the union when the head of Diskery A was called. (Continued on page 46)

## Chi's Ragon Resumes Name Band Policy

Anthony Launches  
Plan; 1-Nighters  
For Jump Combos

CHICAGO, April 12.—Aragon Ballroom, long a belletter in the Midwest, which, with its sister ballroom, the Aragon, has been forecasting policy through the territory. Aragon has been the policy which pushed the spot to the top of the heap shortly after it opened its doors in 1928.

Spreading the new policy is the belief of Aragon, which is open tonight (12) for a two-week stand at a figure reported to be at least \$1,000 a week. Aragon has been getting in this territory for the past few years. Too, the ballroom has already elicited for a fall date with Anthony, but as yet no date has been set.

With the Anthony booking, the Aragon not only starts its name bookings, but devotes for the first time in many years from its name bookings to give a strong musical aggregation. Normally, bands of 14 to 16 pieces have been booked. In the past, the numbers 17 sixteen plus two vocalists.

In addition to the location bookings, Aragon has been planning a series of one-nighter bookings for the first time in the "jump" class.

To tie-off the Anthony date, the location bookings will be at the ballroom, which will precede the Aragon. The Aragon Corporation, is also flooding the city.

Snaring the Anthony aggregation was a feather in the cap of the Aragon. The Aragon, and Byron Kazans and Ken More, for every major hotel in the area had been booked for the first time in the "jump" class.

## Show of Shows Album by Merc?

CHICAGO, April 12.—Art Talmadge, who has been vice-president, has opened negotiations for a long-play album to be called "Show of Shows" and featuring the cast of the National Broadcasting Company's TV alter of the Aragon. The album would include comedy songs by Sid Caesar, and a variety of straight tunes by Margaret Piazza, Bill Hayes, Judy Johnson and the Billy Williams quartet.

Album idea, initiated by Talmadge, during a flying trip to New York where he met with Harry Kalishman, of the William Morris agency, would tie off the "Show of Shows" TV stanzas in the fall. It would be built along the lines of the "Show of Shows" Broadway shows, which are now standard in the industry, and is planned to use a 30-piece band to back up the acts.

Move, which would mark the first major drive by a recording firm to capitalize on the tremendous market built thru TV shows, has now reached the stage where negotiations are being worked, and recording details are being discussed with the diskery at its headquarters here.

## Barton Enters Disk Business

NEW YORK, April 12.—Following the footsteps of publishers Ben Barton, of Barton Music, has entered the disk business with the Aragon Ballroom. In the case of the others, was motivated by the increasing difficulty of getting the Aragon Ballroom, as reported by major labels (The Billboard) to be a diskery. Barton, ready waxed two of his tunes with Jerry Wayne and is rushing same to the market.

Bobby Melvin, who released two tunes on the Aragon label, the Algonquin label, has already sold more than 2,000 disks. He is now working on a new record by the master. In the meantime, Barton is working on a session Quartet to a contract for eight sides as a result of the work the group did on the Mellin disk.





## FORECAST

I DON'T MIND  
by Trudy Richards  
featuring Gordon Jenkins  
in the Quintet  
and  
I NEVER LOVED  
ANYONE BUT YOU  
by Trudy Richards  
23604\*

# DECCA DATA

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS

TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 16

TO BUILD PROFITS

## TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	COUNTRY	LAST WEEK	THIS WEEK
40	WONDERING	42624*	
	NEW SILVER BELLS	Webb Pierce	
42	PEACE IN THE VALLEY	14573*	
	When Could I Go Out To The Land	Red Foley	
14	MISSING IN ACTION	46389*	
	A HEARTBEAT SOLDIER ON HEARTBREAK RIDGE	Ernest Tubb	
6	MILK SUGAR BOOGIE	27981*	
	SALTY DOG RAG	Red Foley	
10	TOO OLD TO CUT THE MUSTARD	46387*	
	I'M IN LOVE WITH HOLEY	Ernest Tubb and Red Foley	
13	YOU KNOW I'M STILL IN LOVE WITH YOU 46385*		
	I'M GONNA KISS MY BABY	Webb Pierce	
50	IT'S A GOODER WALK WITH THEE	14200*	
	TEAL AWAY	Red Foley	
22	IT IS NO SECRET	14564*	
	He Sings My Soul And All Calvary	Andrew Sisters and Red Foley	
6	SOMEONE TO CARE	14595*	
	I WON'T WAIT TO CROSS JORDAN ALONE	Glenn Davis	
—	AN ANGEL IN DISGUISE	46406*	
	I'M OLD KENTUCKY BOUND	Charlie Monroe	

## SEPIA

7	PEACE IN THE VALLEY	46379*	
	NEAR THE CROSS		
	Star Sextette Thru with Anita Kerr Singers		
2	HONEST AND TRULY	46264*	
	I FOUND A NEW LOVE	Little Donna Hightower	
11	A MAN AIN'T SUPPOSED TO CRY	27971*	
	I DON'T SLEEP A WINK LAST NIGHT	Arthur Prysock	
6	I'M GONNA JUMP IN THE RIVER	27947*	
	TIL MY BABY COMES BACK	Buddy Johnson	
—	LET DOWN SERVANTS	46355*	
	DEEDS JESUS CARE	Marie Knight	

\*Also available in 45 RPM (old price "7" to record number)  
\*Author Decca "Red" makes the "Red Foley" list this week

## BEST BETS

...the coming hits as indicated by actual sales.  
Stock these fast-moving Decca Records now.

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	NEW RELEASES
3.	1.	A GUY IS A GUY That Old Feeling	Elle Fitzgerald 28049*
13.	2.	JEANETTE (It Dream Of Linc Time)	Billie Armstrong and Gordon Jenkins 28074*
5.	3.	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burt Ives and Grady Martin 28055*
4.	4.	THAT EVER LOVIN' RAS WOW! WOW!	Andrews Sisters 28042*
10.	5.	LOVELY WINE ALONE AND FORSAKEN	Bill Dornell 27994*
5.	6.	THE BOOM SONG LITTLE TRAIN-A-CHUGGIN' IN MY HEART	Jane Terry 28063*
7.	7.	WAKES COME WHAT MAY	Tony Dorsey 28057*
8.	8.	THE PENNY-WHITE SONG ROSE AND RUGS	Larry Anderson 28037*
9.	9.	THREE ARE A DICK THING WHAT IS TIME?	Tammy Dorsey with Gordon Jenkins 28035*
—	10.	I DON'T MIND I NEVER LOVED ANYONE BUT YOU	Trudy Richards with George Barnes and Trudy Richards 28064*
—	11.	TROUBLE IN MIND THE DUTY OF LOVE	Tammy Dorsey 28064*
52.	12.	I WILL NEVER CHANGE The Sweetheart Waltz	Music by Comstock and Don Cherry 27795*
—	13.	ROULETTE DON'T EVER BE AFRAID TO GO HOME	Ring Crosby with the King's Men and Peggy Bottini's String Band 28061*
—	14.	BE ANYTHING (But Be Mine)	Buddy Stark 28039*
—	15.	THREE'S A CLOUD IN MY VALLEY OF SUNSHINE THE NIGHTMARE REMINERS	Nass Margara 28063*

## COUNTRY

6.	1.	SOMEBOODY'S STOLEN MY MONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU	Ernest Tubb 28067*
2.	2.	THE FIRST WHIPPORWILL I'M ON MY WAY TO THE OLD HOME	Bill Monroe 28045*
3.	3.	I'M GOING BACK TO KENTUCKY DON'T TRUDGE YOUR LOVE FOR SOLO	Orval Prophet 46404*
4.	4.	MUSIC MAKIN' MAMA SECOND HAND LET OLD MOTHER NATURE TAKE HER WAY #2	Louise and Oscar 28060*
5.	5.	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Audrey James 46407*
—	6.	DON'T STAY AWAY (I'll Love You) CHD LET UP AND EYE	Grady Martin 28074*

## SEPIA

2.	1.	BLOW-TWO BLUES NIGHTMARE SON	Lionel Hampton with Dinah Washington 28059*
—	2.	AT LAST ROOT MAN BLUES	Buddy Johnson 27998*
3.	3.	I NEVER LOVED ANYONE BUT YOU WONDER OVER YOU	Joe Medlin 46283*
4.	4.	LET'S TALK ABOUT JESUS COME INTO ME	Sister Rosetta Tharpe with The South Wind Singers 28073*
5.	5.	WISDOM TRUST IN ME	Coleman Hawkins 28056*

\*Also available in 45 RPM (old price "7" to record number)

## SINGLES

Goody Goody	Elle Fitzgerald
Air Mail Special	28126*
I'm Headin' Back To Paradise	Bill Kenny of The Ink Spots
I Must Say Goodbye	23627*
Emil Spots featuring Bill Kenny	"Goodnight"
Spellbound	Victor Young
Theme from David O. Selznick Picture "Spellbound"	
A Place In The Sun	28115*
From Paramount Picture "A Place In The Sun"	
Wendy's A Light Romance Slightly For Me	28085*
Call Of The Mountains	
Borgal-Borg	Bill Boyder
Devil's Beg	28086*

One More Round Of The Dance	Burt Ives with The Anita Kerr Singers
This Time Tomorrow	28126*
Easy On Me	Roberta Lee
Wanted For The Evening Mail	28080*
There's A Little Romance Slightly For Me	28085*
Just Review	Dick Dabbs
Deep Elm Blues	28121*
Old Folks	Gene Armstrong
I've Work Alone	28084*
Birds 'N' Bees	"Sue's" Quartet
High School Cakes	28111*
Wendy's A Light Romance Slightly For Me	The Matlamans
That Of Time Slightly	28086*

\*Also available in 45 RPM (old price "7" to record number)

## ALBUMS

SATCHMO SERENADES	✓
LOUIE ARMSTRONG	✓
with Orchestra directed by SY OLIVER	
4-111-24.11 + 9-311-23.17 + EL 5481-52.08	
NOW AVAILABLE IN 45 RPM AND 33 1/3 RPM	
SCOTCH RAPPIE SELECTIONS	✓
Played by	
BOSTON CALEDONIAN PIPE BAND	
Under the direction of Pipo-Major	
George B. Smith	
9-311-52.16 + EL 5275-52.08	
Also available in 4-111-23.19	

## NOW AVAILABLE IN 45 RPM

RING CROSBY	✓
sings	
with DICK HAYNES	
and the ANDREWS SISTERS	
BOB HOPE + AL JOHNSON	
4-111-52.20	
Also available in 4-111-52.17	
BEAM RAY BOONE	✓
An Album of Cuban Rhythms	
Sung by	
MIQUELITO VALES	
with Miquelito and Elia Acosta Cubans	
9-311-52.17	
Also available in 4-111-52.18	

## GREAT NEW RECORD BY A GREAT COMBINATION

# INDIAN LOVE CALL

(It Dream Of Linc Time)

by  
**LOUIS ARMSTRONG**  
and  
**GORDON JENKINS**  
and His Orch. and Chorus

Decca 28078 (78 RPM) and 9-28078 (45 RPM)



GOODY GOODY  
AIR MAIL SPECIAL  
by  
ELLA FITZGERALD  
28126\*







# • The Billboard Picks

# 'I'M YOURS'

and

# 'MY MOTHER'S PEARLS'



Sung by ...

# DON CORNELL

CORAL

60690 (78 RPM)

9-60690 (45 RPM)

Going Stronger  
than Ever

## CORAL RECORDS

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation, Ltd., Toronto - Montreal - Winnipeg

### "I'LL WALK ALONE"

from the ... 20th Century Fox Picture  
"With a Song in My Heart"

and

### "THAT'S THE CHANCE YOU TAKE"

Coral  
60659 (78 RPM)  
9-60659 (45 RPM)



# HOTTEST DISK OUT!

## BEETHOVEN AND BRAHMS

### Columbia Weingartner Re-Issues a Fine Job



# BILLY ECKSTINE

sings



and  
"NEVER LIKE THIS"

MGM 11225-78 rpm - K 11225-45 rpm

## BEST SELLERS

Fran Warren  
I HEAR A WHISPERS  
and  
MOTHER, MOTHER  
MGM 11190 78 rpm-K11190 45 rpm

Alan Dean  
BE ANYTHING (But Be Mine)  
and  
ALL MY LIFE  
MGM 11187 78 rpm-K11187 45 rpm

Tommy Edwards  
FORGIVE ME  
and  
THE BRIDGE  
MGM 11170 78 rpm-K11170 45 rpm

Debbie Reynolds  
AM I IN LOVE?  
and  
WHAT GOOD IS A GAIL?  
MGM 30548 78 rpm-K30548 45 rpm

Bill Farrell  
HEAVEN KNOWS WHY  
and  
SINCERE  
MGM 11193 78 rpm-K11193 45 rpm

Frank Petty Trio  
BLACK AND WHITE BAG  
and  
SHE WAS JUST A SAILOR'S SWEETHEART  
MGM 11186 78 rpm-K11186 45 rpm

Billy Williams Quartet  
COWTIE  
and  
DON'T GRIEVE, DON'T SORROW, DON'T CRY  
MGM 11184 78 rpm-K11184 45 rpm

Ziggy Elman  
WITH A SONG IN MY HEART  
and  
ALL I DO IS DREAM OF YOU  
MGM 11197 78 rpm-K11197 45 rpm

Henry Jerome and His Orchestra  
HOMING PIGEON  
and  
LET ME DREAM  
MGM 11174 78 rpm-K11174 45 rpm

Hank Williams  
HALF AS MUCH  
and  
LET'S TURN BACK THE YEARS  
MGM 11202 78 rpm-K11202 45 rpm

## M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 30, N. Y.

KEEP M-G-MINDED—IT'S GOOD FOR YOUR BUSINESS

NEW YORK, April 12.—For years the recordings by Felix Weingartner of the Beethoven and Brahms symphonies on 78-r.p.m. shellac have been collectors' items, much sought after as definitive interpretations of the great masterpieces. Special interest, therefore, centers around the LP release by Columbia of the entire group, made available a symphony to a disk, except for the Beethoven Eighth and Ninth, which come boxed together in a two-record set.

The imposing release represents a complicated task well done, one that should reap dividends for many years. Musically, at least, regardless of commercial outcome, the contribution by the diskery is outstanding.

Weingartner, who died in 1942, was a scholar, writer as well as all, a musician of penetrating insight. He devoted much of an active life to a study of the Beethoven symphonies. His readings of these works, as the Brahms, were distinguished by clarity of line and irresistible rhythmic drive. For decades they served as models for lesser baton-wielders to emulate. The original waxings of the symphonies were released over a 15-year period beginning in 1927, when the conductor was at the height of his interpretive powers. Musically, they are superb.

Technically, they are something else again, despite the loving care Columbia has obviously lavished on their recreation. Recording techniques have advanced considerably in the last quarter century, and one who would make the comparison need go no farther than this set.

The quality of each disk, in fact, is almost directly proportional to its age. From the audio point of view the Beethoven sixth, circa 1927, is poorest; his fourth (1934) and fifth (1936), fair, and the rest quite good. The ninth, the monumental "Choral," rates among the best, although it dates back to 1935. The four Brahms symphonies, released from 1938 to 1942, are almost uniformly good.

The unavoidable technical shortcomings that are apparent in some of the pressings detract in no way from the value of the contribution, making available for new generations of listeners superior readings of a basic segment of the symphonic literature.

Competition

Commercially, their strength remains to be demonstrated. Each of the symphonies is several times duplicated in the LP catalog. Columbia alone is covered on all 13 with excellent versions.

But the diskery has already set

in motion a promotional push that should get the disks off to a good start. Schools, musicians and listeners of more than a casual perception should be prime prospects. A potentially lucrative market has been discovered among elderly collectors whose treasured 78's of the same performances have long been due for replacement. And for new buyers, these works are after all the staples of any disc library.

No Bats Deal

Perhaps more ingenuity might have been exercised in planning the issue for buyers who might go for the entire set. It's puzzling why Columbia didn't offer an alternate package, appropriately boxed, of the entire release. Or, in lieu of that, several albums. The Beethoven symphonies might well have been boxed in four or five three, four, three, six, the eighth and ninth as they are, and the four Brahms in a final set. With the same effort, dealers then might move the groupings almost as easily as singles.

Even as things stand, retailers have strong opportunities for exploitation. Not the least is the display potential. Each of the 13 albums carries a beautiful cover art, but each is printed in another color. Set in a dealer's window, they should prove good traffic stoppers.

BEETHOVEN: Symphonies one thru fourth (4-17) — Felix Weingartner, conductor — Vienna Philharmonic—London Symphony—London Philharmonic—Royal Philharmonic—Col(33)ML-4501 ML-4502 ML-4503 ML-4504 ML-4505 ML-4506 ML-4507 and SL-185 (Beethoven Symphonies Eighth and Ninth) ML-4510 ML-4511 ML-4512 ML-4513.

## Victor Stamps 100 in Contest in D. C. a Success

NEW YORK, April 12.—Results for the first five weeks of an intensive two-month advertising test in Washington by A. Victor have proved successful, according to Dave Finn, sales manager for the diskery. The drive, which was conducted during January and February, was centered around catalog merchandise which the firm is highlighting in its current 101 Bermuda Cruise contest. The test consisted of a weekly 400-line advertisement run co-operatively by Southern Wholesalers, the capital RCA Victor distributor, and a rotating list of dealers. The first awarded item was and was backed by seven other awarded pieces of merchandise. In order to test the effectiveness of the campaign, the distributor kept a close count on sales for a two-week period after each ad appeared.

Arnold Topper

Sales for the merchandise advertised during the first five weeks amounted to 3,161 items. This compares with the sale of 882 pieces during the same period last year, representing an increase of more than 250 per cent. The first ad which featured Eddy Arnold's "All Time Hits From the Hills" proved to be the strongest of the first five. In the two weeks following, 1,590 pieces of the advertised item were sold in the Washington area, compared with only 178 for the same period last year. In 1951, an increase of 741 per cent.

The results to date, according to Finn, have further convinced the diskery's good-stampers in the process of sending on the most successful of the ads to other distributors.

## Orksters Shy At Re-Inking Rep Contracts

HOLLYWOOD, April 12.—The trend toward band leaders who fail to renew their office management contracts with the recorders is out, is continuing. Latest to join the fold is Woody Herman. It's understood that he and his manager, Abe Turchen, have not renewed the old GAC, with whom Herman started about 25 years ago, but that Herman and Turchen have given the office okay to GAC to continue booking the ork. It's also understood that Turchen and Herman are booking some dates direct, with GAC collecting no commission.

MCA, which has until the end of April to renew with Jerry Grey (The Billboard, March 23), still hasn't inked the Decca recorder. Gray and his manager, Charley Trends, are still offering to sign with an office which can come up with a sizable radio or TV package.

Another MCA maestro, Freddy Martin, is stalling at re-signing with the office. Martin has told friends here that he will continue to be represented by MCA, but will not sign the new pact being offered by the office.

67,000  
ACTIVE  
BUYERS

Read The Billboard classified columns each week.





# JAZZ

on



RALPH BURNS

"Free Forms" Mercury Album

ALBUM C-115

PLACES, PLEASE  
TERRISTA  
TANTALLON  
VIOLETTE AT VERNER'S  
CAMEO  
LILETH  
SOMEDAY, SOMEWHERE  
SPRING IS

(Last two sides on LP only)

On 78 C-115 • on 45 C-115x45 • on LP MG C-115



CREATOR OF  
SUMMER SEQUENCE

Becoming a Favorite of the JAPT Series!

## JAZZ at the PHILHARMONIC

volume 14

featuring

"I GOT RHYTHM"  
"I SURRENDER DEAR"  
(3 parts)

Coleman Hawkins • Lester Young •  
Charlie Parker • Willie Smith • Buck  
Clayton • Buddy Rich • Kenny Kersey  
• Red Callender • Irving Ashby

norman granz'

### JATP

volume 14

Mercury Album

on 78 vol. 14 • on 45 vol. 14x45  
on LP MG vol. 14

"A POUND OF BLUES"

Notes W.O. & Billboard (April 5, 1952)  
MOST PLAYED JUKE BOX RHYTHM  
& BLUES RECORDS



CHARLIE PARKER  
"TEMPTATION"

"AUTUMN IN NEW YORK"

CHARLIE PARKER  
with Strings  
"TEMPTATION"

"AUTUMN IN NEW YORK"

Mercury 11086 • 11086x45



OSCAR PETERSON  
Quartet

"ROUGH RIDIN'"  
"BUT NOT FOR ME"

Mercury 8976 • 8976x45



FLIP PHILLIPS  
and his Orchestra  
"GOODBYE"

"SALUTE TO PRES"

Mercury 8978 • 8978x45



JOHNNY

HODGES

and his Orchestra

"A POUND OF BLUES"  
"SIDEWAYS"

Mercury 8961 • 8961x45

LATEST RELEASE . . .

"BELOW THE AZORES"  
"WHO'S EXCITED"

Mercury 8977 • 8977x45



BILL

HARRIS

and his Orchestra

"BILL, NOT PHIL"  
"YOU'RE BLASE"

Mercury 8969 • 8969x45







2 Great Artists — 2 Great Sides



Doris  
**DAY**



Guy  
**MITCHELL**

*Singing*

'A LITTLE  
KISS  
GOODNIGHT'

'Gently  
Johnny'

Columbia #39714



**COLUMBIA RECORDS**  
FOR MUSIC THAT SENDS 'EM—TO YOU!









# ORDER BLANK

FILL OUT AND MAIL TO YOUR  
NEAREST CAPITOL DISTRIBUTOR

## TOP SELLERS--POPULAR

	QUANTITY 78 45	QUANTITY 78 45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Ray Starr 1964		"HAMBONE," "CANDY DANCERS' BALL" Tennessee Ernie 2017
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse 1932		"HEERING BRATS," "SIN" Mickey Katz 1961
"TRY," "PASS THE UDDER UDDER" Stan Freberg 2029		"GOODY GOODY," "IT'S BEEN SO LONG" Joanne Carole and Bob Crosby 2037
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony 1912		"I'M A SCHMELTZ OF FORTUNE," "THE LITTLE WHITE KNISH THAT CRIED" Mickey Katz 2046
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter 1966		"DELICADO," "BAGS AND BAGGAGE" Stan Kenton 2040
"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" Jerry Shand 2021		"BIRTH," "CHINA BOY" Pete Dinkley 2041
"I'LL WALK ALONG," "WITH A SONG IN MY HEART" Jane Froman 2044		"ALWAYS," "THERE IS NO GREATER LOVE" Billy May 1995
"MISTAKES," "PERIDIA" Ben Light 2023		"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole 1908
"YES," "HAROLD SNAPSHOOT" Stan Kenton 2030		"GOD'S LITTLE CANDLES," "WONDERING" Joanne Carole 2018
"LET OLD MOTHER NATURE HAVE HER WAY," "ONE ME AND ONE MORE" Margaret Whiting and Jimmy Wakely 1965		"WOHN'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin 2001
"BE ANYTHING," "SIGHT OR WRONG" Helen O'Connell 2011		"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap and Park Williams 2035
"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber and The Lancers 2033		"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole 1968
"TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford 1920		"MOODLIN' RAG," "YES! YES! YES! YES!" Joe "Fingers" Carr 2009
"EASTER SUNDAY MORNING," "SUMMER IS A-COMIN' IN" Nat "King" Cole 1994		"COME WHAT MAY," "BABY, WE'RE BEASIN' IN LOVE" Hank O'Connell 1944
"THE LITTLE BROWN CAL," "WHATSA NALLA U" Dinning Sisters 2004		"I HEAR A SNAPSHOT," "FOR DANCERS ONLY" Ray Anthony 1973
"THE FAR LAKE," "LAST NIGHT" Voices of Walter Schumann 2030		

## TOP COUNTRY and HILLBILLY

	78 45	78 45
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson 1942		"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG" Fern Young 2039
"SATISFIED," "HIDE ME ROCK OF AGES" Martha Carson 1960		"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Rod Morris 2022
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie 2042		"C-JAM BLUES," "BID THE MAN IN THE MOON COME FROM TEXAS" Ole Rasmussen 2015
"WORDS," "I'M MISSIN' LOTS OF LOVIN'" Terry Preston 2024		"IT'S DUE GOODBYE," "WOMEN, BEWARE" Jimmie Skinner 2007
"KINDOLKS IN CARDINAL," "RAINY DAY FEELIN'" Merle Travis 2014		"LET YOUR PENDULUM SWING," "MEAN, MEAN WOMAN" Ray Hoptad 1987
"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Billy Strenge 2032		"GOODBYE, LITTLE GIRL," "LOVE SONG OF THE WATERFALL" Jimmy Wakely 2028
"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap and Park Williams 2035		"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson 1870

## TOMORROW'S HITS--TODAY

	78 45	78 45
"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber and The Lancers 2033		"GREEN CROW THE LILACS," "A DAY AWAY FROM YOU" Bob Eberly and Les Baxter 2053
"I'D LOVE TO HEAR A CANDY CANDY TRAIN," "TO BE LOVED BY YOU" Chris McCoy 2045		"WEEPING WILLOW," "POKE SALAD GREEN" Leon Payne 2055
"TATTLE TALE," "ANYTHING THAT'S PART OF YOU" Bob Eberly 2036		"I WANTED LOVE," "WHY DID YOU LEAVE ME" Norman Kaye 2056
"I'D BE LYONEL," "IT MUST BE SPRING" Dick Bowen 2031		"TODDLING GUITAR," "BRYANT'S SHUFFLE" Jimmy Bryant 2057
"GOD'S LITTLE CANDLES," "THREE THINGS SMALL PASS" Gordon MacRae 2010		"YOU'RE DRIVING ME CRAZY," "TRUMPET BOOGIE" Ray Anthony 2058
"FESTIVAL," "INVITATION" Les Baxter 2005		"I'M SO EASY TO SATISFY," "WHAT'LL I DO" Greta MacKenzie 2059
"WARM, WARM KISSES," "SUSPENSE" Emory Lee 2051		"GOD'S SECRET WEAPON" Carl Louman 2060
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie 2042		"MY LITTLE GIRL," "PERME POLKA" Johnny Pecon 2061
"LIPS LIPS LIPS HIS SOUL," "MIDNIGHT" Mel Blanc 2048		
"COME AROUND TO ME," "YOU BETTER CHANGE YOUR WAVES" Gene O'Quinn 2050		

## BEST SELLING POPULAR ALBUMS

(Based on Actual Field Reports)



Album No. 292

The No. 1 Band with  
The No. 1 Album  
for dancing

**Ray Anthony**  
and his orchestra  
"HOUSE PARTY HOP"

Great Music! Great Arrangements!

	QUANTITY 45 78 33 1/3
"WITH A SONG IN MY HEART" Jane Froman 309	
"LEGEND OF THE SUN VIRGIN" Yma Sumac 299	
"HOUSEPARTY HOP" Ray Anthony 292	
"TODAY'S TOP HITS" 1 Top Artists 9105	X X
"EASY DOES IT" Benny Goodman 295	
"MOODS FOR CANDLELIGHT" Francis Scott 304	
"VOICE OF THE XYSTAB" Yma Sumac 244	
"GOD CARRY AND HIS BOSCAVIA" Bob Crosby 299	X
"THE NEW SOUND! VOLUME 1" Les Paul and Mary Ford 286	
"THE PALMER," "GREATEST TUNE LOB IS RISEN TODAY" The Voices of Usher Shumman 314	
"ALL TIME FAVORITES" 8 Top Artists 9103	X X
"A STREETCAR NAMED DESIRE" Ray Henzler 289	
"HEAR FROM PIANO" Joe "Fingers" Carr 280	

MAIL TO YOUR NEAREST



DISTRIBUTOR

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE STATE \_\_\_\_\_

CUSTOMER NO. \_\_\_\_\_

DATE \_\_\_\_\_



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard For Reviews and Ratings of Radio Section.

## Records Most Played by Disk Jockeys

... Based on records received April 9, 10 and 11

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or titles listed here will be found in the Reader Mail of this issue. Music Popularity Chart, Part I. (7) Indicates tune is from a film; (8) Indicates tune is from a light musical.

POSITION	Weeks [List This to GenWeek]
9	1. WHEEL OF FORTUNE ..... K. Starr Cm70139673; 4059-39673-BMI
5	2. GUY IS A GUY ..... Doris Day-P. Weston Cm70139673; 4059-39673-BMI
11	2. BLUE TANGO ..... L. Anderson Cm70127875; 4059-27875-BMI
10	3. BLACKSMITH BLUES ..... E. M. Marse Cm70139673; 4059-39673-BMI
11	5. AT LAST ..... R. Anthony Cm70139673; 4059-39673-BMI
6	8. BLUE TANGO ..... H. Winterhalter W70120-4518; 14507-4518-A-ASCAP
22	4. CRY ..... Ray Sm70139673; 4059-39673-BMI
19	7. ANY TIME ..... E. Fisher-H. Winterhalter W70120-4535; 14507-4535-B-ASCAP
3	14. FORGIVE ME ..... E. Fisher-H. Winterhalter W70120-4534; 14507-4534-A-ASCAP
6	13. BLUE TANGO ..... L. Baxter Cm70139673; 4059-39673-BMI
4	9. I'LL WALK ALONE ..... D. Cornell Cm70139673; 4059-39673-BMI
5	16. PITTSBURGH, PENNSYLVANIA ..... G. Mitchell-M. Miller Cm70139673; 4059-39673-BMI
13	21. (Here Am I) BROKEN HEARTED ..... L. Ray W70120-4536; 14507-4536-A-ASCAP
6	26. LAFERIA ..... Four Ases-Alberts Cm70139673; 4059-39673-BMI
9	11. WHEEL OF FORTUNE ..... B. Wayne W70120-4537; 14507-4537-A-ASCAP
3	23. BE ANYTHING (But Be Mine) ..... E. Howard Mm70139673; 4059-39673-BMI
3	27. THAT'S THE CHANCE YOU TAKE ..... E. Fisher-H. Winterhalter W70120-4534; 14507-4534-A-ASCAP
7	29. AROUND THE CORNER ..... L. Stafford Cm70139673; 4059-39673-BMI
11	24. COME WHAT MAY ..... P. Page Mm70139673; 4059-39673-BMI
8	10. WHEEL OF FORTUNE ..... Bell Sisters W70120-4538; 14507-4538-A-ASCAP
19	12. TELL ME WHY ..... Four Ases-Alberts Cm70139673; 4059-39673-BMI
2	15. JRY ..... S. Freiberg Cm70139673; 4059-39673-BMI
15	23. BERMUDA ..... Bell Sisters W70120-4522; 14507-4522-BMI
6	24. HAMBONE ..... F. Laine-J. Stafford Cm70139673; 4059-39673-BMI
5	30. WHEEL OF FORTUNE ..... E. Wilson-S. Gale Cm70139673; 4059-39673-BMI
4	17. TENDERLY ..... R. Clooney Cm70139673; 4059-39673-BMI
6	25. HAMBONE ..... Bell Sisters-P. Harris W70120-4534; 14507-4534-A-ASCAP
1	26. DANCING WITH TEARS IN MY EYES ..... Mantovani Cm70139673; 4059-39673-BMI
8	29. WIMOWEH ..... G. Jenkins-Weavers Cm70139673; 4059-39673-BMI
3	1. I HEAR A RHAPSODY ..... F. Sinatra Cm70139673; 4059-39673-BMI

## VOX VOX

By JUNE BUNDY

### Gimmix

Tom Edwards, WERE, Cleveland, has a first-rate gimmick in his "Picture Package" record. It's a wallet-sized glossy photo of record stars (and to listeners, Desjays sells photo sets to his listeners for a dime and self-enclosed stamped envelope, with the "4-cent profit from sale going to one of the charities participating in the campaign during the month." Edwards sold more than 2,000 sets of the first package (Johnnie Ray, Tony Bennett, Guy Mitchell and Rosemary Clooney) and expects to "get out more than 3,000 sets" of the photo packages. He says Martin, Eddie Fisher, Bell Sisters and Perry Como. In co-operation with a local super-market chain, Bob Kelfe, WHAM, Rochester, N. Y., staged a Red Cross Buns sale on the air for the local Red Cross campaign. All receipts from sale of the buns were donated to the fund. Next year he expects to adopt the plan. Bob Watson, WSB-TV, Atlanta, played air host to another Watson, LaVerne (no kin) Watson, WRCS, Akoka, N. C., recently via a taped interview later played on "DJ-USA" program. LaVerne says Bob got the idea when he saw an item about him in Vox Jox. "... Music publisher Mickey Golden is conducting a right-of-way contest to plug Helen O'Connell's record of the name. Gimmix is that deejays make 10 statements about Helen O'Connell on the air and ask their listeners if statements are right or wrong. (e. g., "Helen O'Connell sang with Tommy Dorsey" or "... Jim Aylward, Lynn, Mass., was a 'five devils' and a flexible pilot to work around. I play myself, a temperamental record spinner broadcasting from 'Kindy old Aunt Em's house for a w-a-y-d disk jockey. My understudy, Sam Aguias, is a lovely illiterate young man who wants to be a disk jockey, whom I encourage by slowing him to present slightly used records to me unexpectedly on the air." Guest stars, civic figures and staffers of WDSU-TV, New Orleans, staged a 12-hour television for United Cerebral Palsy Fund, with final tally registered at "over \$40,000 response exceeded all other cities (including New York and Chicago) on a per capita basis."

### Ad Lib Cuttings

Such is fame - depts: H. i. Tunis, MGM, New York, is walking around with a patch over his right eye and dark glasses. A six-year-old girl threw her arms around him in a burst of enthusiasm at a TV show and the brim of her straw hat scratched the corner of his eye. On good Friday, Ray Perkins, KFEL, Denver, programmed "Mentia" in his eye. His usual pop disks for the sixth consecutive year. Although his show in sold out, Perkins will again eliminate all commercial announcements from the two-hour program. Advertisers will be credited for relinquishing O'Brien's party at the C. B. Club during Sophie Tucker's last tour. Spinners include Bob Bradley, WML; Ken Vogt, WFOK; Paul Bartell, WFOK; Jack Adams, WOKY; Joe Dorsey, WEMP; Freddie Viger, WISN; Ed Silvers, WISC; Gordon Hickey, WTMJ; A. L. Buetner, WTMJ; Tom Shanahan, WEMP; Bob Thomas, WEMP; V. Callahan, WOKY; Mimi Brandt, WISN, and Bob Loran, WEMP.

### Preems

Hugh Rowlandson, Ray Maxwell and Ken Chase have (Continued on page 46)

## Best Selling Sheet Music

... Based on records received April 9, 10 and 11

Tunes listed are the national best sheet music titles. List is based on reports received each week from all the nation's sheet music publishers. Songs are listed according to greatest number of sales. (7) Indicates tune is a film; (8) Indicates tune is in light musical; (9) Indicates tune is available on records.

POSITION	Weeks [Last This to GenWeek]	English	American
8	1.	WHEEL OF FORTUNE (9)	Laurel
14	2.	ANY TIME (9)	Hill & Range
5	3.	BLACKSMITH BLUES (9)	Hill & Range
10	7.	PLEASE, MR. SUN (9)	Weiss-Bursey
17	5.	LITTLE WHITE CLOUD THAT CRIED (9)	Larry Spier
23	3.	SLOW POKE (9)	Ridgeway
18	6.	CRY (9)	Mellow
10	8.	BE MY LIFE'S COMPANION (9)	E. H. Morris
5	11.	BLUE TANGO (9)	Mills
4	12.	GUY IS A GUY (9)	Ludlow
1	9.	PETER COTTONTAIL (9)	Hill & Range
1	12.	EASTER PARADE (9) (7)	Berlin
4	13.	PITTSBURGH, PENNSYLVANIA (9)	Oxford
16	14.	TELL ME WHY (9)	Signet
1	15.	FORGIVE ME (9)	Advanced

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences as programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Patterson's Audience Coverage Index. The Index is published upon radio log made available to Patterson's ACI by the Accurate Reporting Service in New York, Radio Division in Chicago, and Radio Service in Los Angeles. Listed are the top 30 tunes in the cost of listed tunes alphabetically. This must be checked in proportionately later and later.

(7) Indicates tune from a film; (8) Indicates tune is from a legitimate musical; (9) Indicates tune is available on records. In addition the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 23, N. Y. No material may be made up of any of this material in whole or in part without the written permission; no radio broadcast using this information may be aired. Infringement will be prosecuted.

1	I'm In Love (10)	.....	Famous-AES
Any Time (10)	.....	Hill & Range	
14	2. Blacksmith Blues (10)	.....	Hill & Range
5	3. Please, Mr. Sun (10)	.....	Weiss-Bursey
10	7. Little White Cloud That Cried (10)	.....	Larry Spier
17	5. Slow Poke (10)	.....	Ridgeway
23	3. Cry (10)	.....	Mellow
18	6. Be My Life's Companion (10)	.....	E. H. Morris
10	8. Blue Tango (10)	.....	Mills
4	12. Guy Is a Guy (10)	.....	Ludlow
1	9. Peter Cottontail (10)	.....	Hill & Range
1	12. Easter Parade (10) (7)	.....	Berlin
4	13. Pittsburgh, Pennsylvania (10)	.....	Oxford
16	14. Tell Me Why (10)	.....	Signet
1	15. Forgive Me (10)	.....	Advanced
1	16. I'm a Fool (10)	.....	Advanced
1	17. I'm a Fool (10)	.....	Advanced
1	18. I'm a Fool (10)	.....	Advanced
1	19. I'm a Fool (10)	.....	Advanced
1	20. I'm a Fool (10)	.....	Advanced
1	21. I'm a Fool (10)	.....	Advanced
1	22. I'm a Fool (10)	.....	Advanced
1	23. I'm a Fool (10)	.....	Advanced
1	24. I'm a Fool (10)	.....	Advanced
1	25. I'm a Fool (10)	.....	Advanced
1	26. I'm a Fool (10)	.....	Advanced
1	27. I'm a Fool (10)	.....	Advanced
1	28. I'm a Fool (10)	.....	Advanced
1	29. I'm a Fool (10)	.....	Advanced
1	30. I'm a Fool (10)	.....	Advanced
1	31. I'm a Fool (10)	.....	Advanced
1	32. I'm a Fool (10)	.....	Advanced
1	33. I'm a Fool (10)	.....	Advanced
1	34. I'm a Fool (10)	.....	Advanced
1	35. I'm a Fool (10)	.....	Advanced
1	36. I'm a Fool (10)	.....	Advanced
1	37. I'm a Fool (10)	.....	Advanced
1	38. I'm a Fool (10)	.....	Advanced
1	39. I'm a Fool (10)	.....	Advanced
1	40. I'm a Fool (10)	.....	Advanced
1	41. I'm a Fool (10)	.....	Advanced
1	42. I'm a Fool (10)	.....	Advanced
1	43. I'm a Fool (10)	.....	Advanced
1	44. I'm a Fool (10)	.....	Advanced
1	45. I'm a Fool (10)	.....	Advanced
1	46. I'm a Fool (10)	.....	Advanced
1	47. I'm a Fool (10)	.....	Advanced
1	48. I'm a Fool (10)	.....	Advanced
1	49. I'm a Fool (10)	.....	Advanced
1	50. I'm a Fool (10)	.....	Advanced
1	51. I'm a Fool (10)	.....	Advanced
1	52. I'm a Fool (10)	.....	Advanced
1	53. I'm a Fool (10)	.....	Advanced
1	54. I'm a Fool (10)	.....	Advanced
1	55. I'm a Fool (10)	.....	Advanced
1	56. I'm a Fool (10)	.....	Advanced
1	57. I'm a Fool (10)	.....	Advanced
1	58. I'm a Fool (10)	.....	Advanced
1	59. I'm a Fool (10)	.....	Advanced
1	60. I'm a Fool (10)	.....	Advanced
1	61. I'm a Fool (10)	.....	Advanced
1	62. I'm a Fool (10)	.....	Advanced
1	63. I'm a Fool (10)	.....	Advanced
1	64. I'm a Fool (10)	.....	Advanced
1	65. I'm a Fool (10)	.....	Advanced
1	66. I'm a Fool (10)	.....	Advanced
1	67. I'm a Fool (10)	.....	Advanced
1	68. I'm a Fool (10)	.....	Advanced
1	69. I'm a Fool (10)	.....	Advanced
1	70. I'm a Fool (10)	.....	Advanced
1	71. I'm a Fool (10)	.....	Advanced
1	72. I'm a Fool (10)	.....	Advanced
1	73. I'm a Fool (10)	.....	Advanced
1	74. I'm a Fool (10)	.....	Advanced
1	75. I'm a Fool (10)	.....	Advanced
1	76. I'm a Fool (10)	.....	Advanced
1	77. I'm a Fool (10)	.....	Advanced
1	78. I'm a Fool (10)	.....	Advanced
1	79. I'm a Fool (10)	.....	Advanced
1	80. I'm a Fool (10)	.....	Advanced
1	81. I'm a Fool (10)	.....	Advanced
1	82. I'm a Fool (10)	.....	Advanced
1	83. I'm a Fool (10)	.....	Advanced
1	84. I'm a Fool (10)	.....	Advanced
1	85. I'm a Fool (10)	.....	Advanced
1	86. I'm a Fool (10)	.....	Advanced
1	87. I'm a Fool (10)	.....	Advanced
1	88. I'm a Fool (10)	.....	Advanced
1	89. I'm a Fool (10)	.....	Advanced
1	90. I'm a Fool (10)	.....	Advanced
1	91. I'm a Fool (10)	.....	Advanced
1	92. I'm a Fool (10)	.....	Advanced
1	93. I'm a Fool (10)	.....	Advanced
1	94. I'm a Fool (10)	.....	Advanced
1	95. I'm a Fool (10)	.....	Advanced
1	96. I'm a Fool (10)	.....	Advanced
1	97. I'm a Fool (10)	.....	Advanced
1	98. I'm a Fool (10)	.....	Advanced
1	99. I'm a Fool (10)	.....	Advanced
1	100. I'm a Fool (10)	.....	Advanced

### Top Ten in Television

After I Say I'm Sorry (R)	.....	Mills-ASC
Any Time (R)	.....	Hill & Range-BM
Be My Life's Companion (R)	.....	E. H. Morris-ASC
Blacksmith Blues (R)	.....	Hill & Range-BM
Blue Tango (R)	.....	Mills-ASC
Cry (R)	.....	Mellow-ASC
Easter Sunday Morning (R)	.....	Crescino-ASC
Life Is a Beautiful Thing (R)	.....	Famous-ASC
Peter Cottontail (R)	.....	Hill & Range-BM
Please, Mr. Sun (R)	.....	Pickwick-ASC

## England's Top Twenty

POSITION	Weeks Last This Chart	English	American
7	1	1. UNFORGETTABLE.....	Decca Music, Ltd. ....
5	4	2. CRY.....	French Day, Inc. ....
10	3	3. MISTAKES.....	Lawrence Wolfson.....
15	9	4. THERE'S ALWAYS ROOM AT OUR HOUSE.....	Decca Music, Ltd. ....
8	6	5. SLOWMARCH.....	Sterling.....
9	6	6. LITTLE WHITE CLOUD THAT CRIED.....	Laurie Spier, Ltd. ....
5	7	7. SATURDAY AFTERNOON.....	John Firth.....
10	8	8. WE WON'T LIVE IN A CASTLE.....	Decca Music, Ltd. ....
2	19	9. BE MY LIFE'S COMPANION.....	Morris.....
10	8	10. OH, OH, OH.....	Lenz.....
6	9	11. I WANA SAY HELLO.....	Sterling.....
10	10	12. ONLY FOOLS.....	Comptel Company.....
42	10	13. LOVELIEST NIGHT OF THE YEAR.....	French Day, Inc. ....
11	11	14. DOWN YONDER.....	Felton.....
13	12	15. WHY WOULD I.....	Hay, Madeline.....
15	15	16. AT THE END OF THE DAY.....	Chappell.....
1	1	17. PLEASE, MR. SUN.....	Chappell.....
1	1	18. DOODLES OF DOODLES.....	Edward Cow.....
1	1	19. TELL ME WHY.....	Wetzel.....
1	1	20. AT LAST, AT LAST.....	Duchens.....

\* Performer not available as the Billboard week of the record's release is not yet known.

\* Publisher not available as The Billboard goes to press.



**JOHNNIE RAY**  
 Don't Blame Me \* Coffee  
 and Cigarettes \* Walkie  
 My Baby Back Home \* Don't  
 Be So Cold Again \* Don't  
 Take Your Love from Me \*  
 The Lady Drinks Champagne  
 \* All of Me \* Give Me Time  
 "L" CL 6199 \* 45 Set B-288  
 78 Set C-288



# this week on COLUMBIA

**COLUMBIA'S No. 1**

**JOHNNIE RAY**  
 What's the Use!  
 Mountains in the  
 Moonlight

78 rpm 39698  
 45 rpm 4-39698



## NEW! NEW! NEW!

so beautiful that Sammy Kaye added  
 strings especially for this ballad!

## SAMMY KAYE

with The SWING AND SWAY STRINGS

# "YOU"

Based on "Musetta's Waltz" from

"La Bohème" by Puccini

Vocal Chorus by Tony Russo

# "OH, HOW I MISS YOU TONIGHT"

Vocal Chorus by The Kaydets

78 rpm 39724 \* 45 rpm 4-39724



### OTHER NEW RELEASES

**CARL SMITH**

**IT'S A LOVELY, LOVELY  
WORLD  
ARE YOU TEASING ME?**

78 rpm 20922, 45 rpm 4-20922

**BILLY STARR**

**BABY, DON'T CRY  
AN ANGEL IN PERSON**

78 rpm 20928, 45 rpm 4-20928

**THE MERCER BROTHERS**

**NO PLACE TO HANG  
MY HAT  
WISH BONE**

78 rpm 20927, 45 rpm 4-20927

**ROSEMARY CLOONEY**

**THE LAND OF HATCHY  
MILATCHY  
ON THE GOOD SHIP  
LOLLIPOP**

Children's 78 Set MJV-138, 45 Set 4-138

### your check list-COLUMBIA'S TOP TWELVE

Based on actual sales reports for week ending April 11

**DORIS DAY**

**A Guy Is a Guy  
Who, Who, Who**

78 rpm 39673, 45 rpm 4-39673

**GUY MITCHELL**

**Pittsburgh, Pennsylvania  
The Doll With a Sawdust  
Heart**

78 rpm 39663, 45 rpm 4-39663

**JOHNNIE RAY**

**The Little White Cloud  
That Cried**

Okch 78 rpm 6840, 45 rpm 4-6840

**TONY BENNETT**

**Sleepless  
Somewhere Along the Way**

78 rpm 39675, 45 rpm 4-39675

**JOHNNIE RAY**

**Please, Mr. Sun  
Broken Hearted**

78 rpm 39636, 45 rpm 4-39636

**FRANKIE LAINE**

**The Gandy Dancers' Ball  
When You're in Love**

78 rpm 39665, 45 rpm 4-39665

**CHAMP BUTLER**

**Be Anything  
When I Look Into Your Eyes**

78 rpm 39690, 45 rpm 4-39690

**JO STAFFORD**

**Ay-Round the Corner  
Heaven Drops Her Curtain  
Down**

78 rpm 39653, 45 rpm 4-39653

**LEFTY FRIZZELL**

**Don't Stay Away  
You're Here, So  
Everything's All Right**

78 rpm 20911, 45 rpm 4-20911

**GEORGE MORGAN**

**Almost  
You're a Little Doll**

78 rpm 20906, 45 rpm 4-20906

**ROSEMARY CLOONEY**

**Did Anyone Call?  
Tenderly**

78 rpm 39648, 45 rpm 4-39648

**ARTHUR GODFREY**

**Dance Me Loose  
Slow Poke**

78 rpm 39632, 45 rpm 4-39632



# THE BILLBOARD Music & TV Show Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Music & TV Show Charts (Radio Section).

## • Best Selling Pop Singles

... Based on reports received April 9, 10 and 11

Records listed are those selling best in the nation's top volume retail stores. List is based upon The Billboard's weekly survey among the 4,000 largest dealers, representing every important market area. Survey returns weighted according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks (Last)	Title	Artist	Label	Weeks (Last)	Title	Artist	Label
10	1	WHEEL OF FORTUNE	K. Saito	Capitol	15	2	BLUE TANGO	L. Anderson
15	2	BLUE TANGO	L. Anderson	Capitol	10	3	BLACKMOUTH BLUES	E. M. Morse
10	3	BLACKMOUTH BLUES	E. M. Morse	Capitol	6	4	GUY IS A GUY	Doris Day-P. Weston
6	4	GUY IS A GUY	Doris Day-P. Weston	Capitol	22	4	CRY	J. Ray
22	4	CRY	J. Ray	Capitol	20	5	ANY TIME	E. Fisher-H. Winterhalter
20	5	ANY TIME	E. Fisher-H. Winterhalter	Capitol	9	12	PERFIDIA	Four Aces-A. Alberts
9	12	PERFIDIA	Four Aces-A. Alberts	Capitol	1	—	KISS OF FIRE	G. Gibbs
1	—	KISS OF FIRE	G. Gibbs	Mercury	5	11	TALK ALONE	D. Cornell
5	11	TALK ALONE	D. Cornell	Capitol	6	8	PITTSBURGH, PENNSYLVANIA	G. Michael-M. Miller
6	8	PITTSBURGH, PENNSYLVANIA	G. Michael-M. Miller	Capitol	10	11	TELL ME WHY	Four Aces-A. Alberts
10	11	TELL ME WHY	Four Aces-A. Alberts	Capitol	6	13	BLUE TANGO	H. Winterhalter
6	13	BLUE TANGO	H. Winterhalter	Capitol	5	7	FORGIVE ME	E. Fisher-H. Winterhalter
5	7	FORGIVE ME	E. Fisher-H. Winterhalter	Capitol	13	8	PLEASE MR. SUN	J. Ray
13	8	PLEASE MR. SUN	J. Ray	Capitol	9	21	WIMWHEE	G. Jenkins
9	21	WIMWHEE	G. Jenkins	Capitol	2	22	WHAT'S THE USE	J. Ray
2	22	WHAT'S THE USE	J. Ray	Capitol	17	17	COME WHAT MAY	P. Page
17	17	COME WHAT MAY	P. Page	Mercury	16	18	IF I BROKE HEARTED J. Ray	J. Ray
16	18	IF I BROKE HEARTED J. Ray	J. Ray	Capitol	1	19	BLUE TANGO	G. Lombardo
1	19	BLUE TANGO	G. Lombardo	Capitol	16	20	TELL ME WHY	E. Fisher-H. Winterhalter
16	20	TELL ME WHY	E. Fisher-H. Winterhalter	Capitol	3	25	TRY	S. Freiberg
3	25	TRY	S. Freiberg	Capitol	4	30	GANDY DANCERS' BALL	F. Laine
4	30	GANDY DANCERS' BALL	F. Laine	Capitol	10	23	TULIPS AND HEATHER	P. Corno
10	23	TULIPS AND HEATHER	P. Corno	Capitol	9	28	WHEEL OF FORTUNE	B. Wayne
9	28	WHEEL OF FORTUNE	B. Wayne	Capitol	3	29	WHISPERING WINDS	P. Page
3	29	WHISPERING WINDS	P. Page	Capitol	3	25	AY ROUND THE CORNER	J. Stafford
3	25	AY ROUND THE CORNER	J. Stafford	Capitol	7	15	HAMBONE	J. Stafford
7	15	HAMBONE	J. Stafford	Capitol	5	27	AT LAST	R. Anthony
5	27	AT LAST	R. Anthony	Capitol	4	18	BE ANYTHING (Oh Be Mine)	E. Howard
4	18	BE ANYTHING (Oh Be Mine)	E. Howard	Capitol	2	25	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter
2	25	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	Capitol	29	21	WHITE CLOUD THAT CRY	J. Ray

## • Best Selling Classical Albums

Best Selling 33 1/3 R.P.M.

LAST WEEK	THIS WEEK	Title	Artist	Label
1	1	Decca La Strada Album	A. P. Puccini	Decca
2	2	Moscow Pictures of the Exhibition	Chicago Symphony Orchestra	Capitol
3	3	Decca La Strada Album	A. P. Puccini	Decca
4	4	Vinyl La Strada Album	A. P. Puccini	Vinyl
5	5	Decca La Strada Album	A. P. Puccini	Decca
6	6	Decca La Strada Album	A. P. Puccini	Decca
7	7	Decca La Strada Album	A. P. Puccini	Decca
8	8	Decca La Strada Album	A. P. Puccini	Decca
9	9	Decca La Strada Album	A. P. Puccini	Decca
10	10	Decca La Strada Album	A. P. Puccini	Decca

Best Selling 33 1/3 R.P.M.

LAST WEEK	THIS WEEK	Title	Artist	Label
1	1	Decca La Strada Album	A. P. Puccini	Decca
2	2	Moscow Pictures of the Exhibition	Chicago Symphony Orchestra	Capitol
3	3	Decca La Strada Album	A. P. Puccini	Decca
4	4	Vinyl La Strada Album	A. P. Puccini	Vinyl
5	5	Decca La Strada Album	A. P. Puccini	Decca
6	6	Decca La Strada Album	A. P. Puccini	Decca
7	7	Decca La Strada Album	A. P. Puccini	Decca
8	8	Decca La Strada Album	A. P. Puccini	Decca
9	9	Decca La Strada Album	A. P. Puccini	Decca
10	10	Decca La Strada Album	A. P. Puccini	Decca

## DEALER DONGS

### Selling Stunts

Ads in local newspapers have proved potent pullers for plus business. S. J. Ring, record manager of Grabe Electric Company, Tucson, Ariz., has found. Copy invites youngsters to visit the store from 3:30 to 4:45 in the afternoon and listen to the latest hits. They can then shop for the numbers in self-service. "Power of suggestion has increased my pop business," Ring writes. "Decca Record Shop, Columbus, O., has increased grosses by ending store time from 9:30 to 9 p.m. Frank and Herb Strong, father-and-son team operating the Brooklyn Radio Shop, Detroit, are doing a healthy business on Mexican plastic. They've built up an 1,800-name mailing list, largely through sponsorship of daily radio promotions over WCAZ, a near-by Pontiac. When- ever possible, S. H. Kress & Company, Alexandria, La., ties in window and counter displays with current movie promotion. Stimulates interest, they report. Ferguson's Record Shop, Menlo Park, is stalled an outside neon sign that flashes musical figures above the store name. Under the sign a four-row "attraction picture" shows the one or two tunes changed from time to time, and numerous passersby come in requesting the display changes. Maxine Phillips, sales clerk at Katie's Record Shop, Dallas, displays every 15-minute radio show weekly for airing over WRR. They plug records, of course.

### Gripes

Brown Duncan Company, Tulsa, Okla., asks: "Why do all the companies use such thin paper to bind their records of their LP record albums? We have a great problem with the breaking of these edges." Bill Bird, of Gregor's Music Store, Plainfield, N. J., wants to know why more diskeries don't concentrate promotion on just few records at a time. "Release after release confuses the public and keeps the dealer's inventory too high, so neither profits," he complains. The complaint is echoed by Harry Kurban, of Music Mart, Milwaukee, who says he would like to see record companies, thru their distributors and salesmen, concentrate advertising on one or two of their new releases via disk jockeys, displayed and advertised. The dealer can then follow thru for maximum return."

### Chatter

S. Strauss, of Davega Stores Corporation, New York, suggests that "a catalog that lists titles on each LP record would help make it a lot of extra sales." The disk department of Standard Radio & Electric, Seattle, writes: "We need more information for children from 4 to 10 years old. By good we mean classical music arranged for the younger set." A book of this column has come in the mail from Al Meyer, of Town and Country Music, Westwood, N. J., one of our more profile correspondents. "It is not doing much more, Dealer Dongs has made us acquainted with other dealers. Now when I meet a dealer for the first time, we feel like old friends, for we have read each other's comments in The Billboard."

## • Best Selling Children's Records

... Based on reports received April 9, 10 and 11

POSITION	Weeks (Last)	Title	Artist	Label
1	1	PETER COTTONTAIL (Two Records)	Capitol	Capitol
2	2	ALICE IN WONDERLAND (Two Records)	Capitol	Capitol
3	3	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Capitol	Capitol
4	4	CINDERELLA (Two Records)	Capitol	Capitol
5	5	EGGHEAD THE EASTER EGG (Two Records)	Capitol	Capitol
6	6	EGGHEAD THE EASTER EGG (Two Records)	Capitol	Capitol
7	7	EGGHEAD THE EASTER EGG (Two Records)	Capitol	Capitol
8	8	EGGHEAD THE EASTER EGG (Two Records)	Capitol	Capitol
9	9	EGGHEAD THE EASTER EGG (Two Records)	Capitol	Capitol
10	10	EGGHEAD THE EASTER EGG (Two Records)	Capitol	Capitol

## • Best Selling Pop Albums

... Based on reports received April 9, 10 and 11

POSITION	Weeks (Last)	Title	Artist	Label
1	1	AN AMERICAN IN PARIS	G. G. G. G. G.	Capitol
2	2	ILL SEE YOU IN MY DREAMS	Capitol	Capitol
3	3	TOP TOPS	Capitol	Capitol
4	4	TOP TOPS	Capitol	Capitol
5	5	TOP TOPS	Capitol	Capitol
6	6	TOP TOPS	Capitol	Capitol
7	7	TOP TOPS	Capitol	Capitol
8	8	TOP TOPS	Capitol	Capitol
9	9	TOP TOPS	Capitol	Capitol
10	10	TOP TOPS	Capitol	Capitol

## Best Selling 45 R.P.M.

POSITION	Weeks (Last)	Title	Artist	Label
1	1	AN AMERICAN IN PARIS	G. G. G. G. G.	Capitol
2	2	ILL SEE YOU IN MY DREAMS	Capitol	Capitol
3	3	TOP TOPS	Capitol	Capitol
4	4	TOP TOPS	Capitol	Capitol
5	5	TOP TOPS	Capitol	Capitol
6	6	TOP TOPS	Capitol	Capitol
7	7	TOP TOPS	Capitol	Capitol
8	8	TOP TOPS	Capitol	Capitol
9	9	TOP TOPS	Capitol	Capitol
10	10	TOP TOPS	Capitol	Capitol

## • Classical Reviews

POSITION	Weeks (Last)	Title	Artist	Label
1	1	AN AMERICAN IN PARIS	G. G. G. G. G.	Capitol
2	2	ILL SEE YOU IN MY DREAMS	Capitol	Capitol
3	3	TOP TOPS	Capitol	Capitol
4	4	TOP TOPS	Capitol	Capitol
5	5	TOP TOPS	Capitol	Capitol
6	6	TOP TOPS	Capitol	Capitol
7	7	TOP TOPS	Capitol	Capitol
8	8	TOP TOPS	Capitol	Capitol
9	9	TOP TOPS	Capitol	Capitol
10	10	TOP TOPS	Capitol	Capitol



## THREE REALLY HOT ONES!...

Dinah Shore's

**"I AM A  
HEART"**

and

**"TO BE LOVED  
BY YOU"**

20-4666 • 47-4666

Pee Wee King's

**"BUSYBODY"**

and

**"I DON'T  
MIND"**

20-4655 • 47-4655

Tony Martin's

**"KISS OF  
FIRE"**

and

**"FOR THE VERY  
FIRST TIME"**

20-4671 • 47-4671

This week's

**New Releases**  
... on **RCA Victor**

Release 25-18

Ships Coast to Coast, Week of 30

## POPULAR

## DINAH SHORE

I Am a Heart  
To Be Loved By You 20-4666—(47-4666)\*

## THE FONTANE SISTERS with

Mitchell Ayres Orchestra  
When I Dream 20-4667—(47-4667)\*

## SPIKE JONES and his Country Cousins

There's a Blue Sky Way Out Tender  
Slee Your Gamblin' 20-4668—(47-4668)\*

## STEVE GIBSON and The Original Red Caps

I May Stay Here in the Morning  
Ten Little Knees 20-4669—(47-4669)\*

## PAUL WINCHELL and JERRY MAHONEY with

Orchestra conducted by Norman Leyden  
Jack and the Beanstalk  
M-I-S-S-I-S-S-I-P-P-I 20-4651—(47-4651)\*

## MILT KRAVIS and his Gang

Serenade to a Dream—Folk  
Ten Sweden—Folk 20-4652—(47-4652)\*

## WALT JAWORSKI and his Orchestra

Mary Jane—Folk  
Paddy Wagon—Folk 20-4653—(47-4653)\*

## COUNTRY-WESTERN

## PEE WEE KING

I Don't Mind  
Busyboddy 20-4655—(47-4655)\*

## THE OKLAHOMA WRANGLERS

Camp in a Moon With a Baby  
I Just Want to Be With You 20-4659—(47-4659)\*

## EDDIE MARSHALL

Serenade to a Mine  
I Shoulda Said 20-4661—(47-4661)\*

## BLUES-RHYTHM

## THE HEARTBREAKERS

Rockin' Daddy-O  
Why Don't I? 20-4663—(47-4663)\*

## THE FOUR TONES

I Wonder  
Can I Say Anymore? 20-4665—(47-4665)\*

## CHILDREN'S

## PAUL WINCHELL and Jerry Mahoney

Jack and the Beanstalk  
M-I-S-S-I-S-S-I-P-P-I 20-4651—(47-4651)\*

\*45 rpm ext. cat.

**Going Strong...**Indicates records which  
according to actual sales, are  
recognized hits. The trade is  
used to keep ample stock of these records  
on hand, or to reorder promptly when  
current stocks begin to approach the  
"sold out" stage.

- 5 Lady Love/Idaho State Fair 20-4611—(47-4611)\*  
Vaughn Monroe
- 5 That's the Chance You Take/Forgive Me 20-4574—(47-4574)\*  
Eddie Fisher
- 5 Blue Tango/The Gypsy Trail 20-4518—(47-4518)\*  
Hugo Winterhalter
- 5 Any Time/Never Before 20-4359—(47-4359)\*  
Eddie Fisher
- 5 I Just Telephone Upstairs 20-4632—(47-4632)\*  
Frank Snow
- 5 Easy on the Eyes/Anything That's Part of You 20-4569—(47-4569)\*  
Eddy Arnold
- 5 Tell Me Why/Trust in Me 20-4444—(47-4444)\*  
Eddie Fisher
- 5 Tulips and Heather/Please, Mr. Sun 20-4453—(47-4453)\*  
Perry Como
- 5 Perfidia/At Last 27-0157—(42-0157)\*  
Glenn Miller
- 5 The Gold Rush Is Over 20-4522—(47-4522)\*  
Frank Snow
- 5 Three Ways of Knowing/When You Want a Little Lovin' 20-4555—(47-4555)\*  
Johnny & Jack
- 5 Got You on My Mind 20-4348—(47-4348)\*  
John Greer
- 5 Bermuda 20-4422—(47-4422)\*  
Bell Sisters
- 5 Someone Calls Me Daddy/Don't Ever Take the Ribbons  
From Your Hair 20-4616—(47-4616)\*  
Eddy Arnold
- 5 Poor Whip-Poor-Will/Wheel of Fortune 20-4520—(47-4520)\*  
Bell Sisters

**Coming Up...**Indicates records which  
have enjoyed better than aver-  
age initial consumer acceptance  
and stand an excellent chance of enter-  
ing the top selling hit category. The  
trade is advised to watch these records  
carefully in order to maintain stock  
consistent with demand.

- 5 I'VE TURNED GADABOUT 20-4168—(47-4168)\*  
Spike Jones and His Country Cousins  
Country Western Disk, Johnny Pick, Bill-  
board, April 15th issue.
- 5 I WAS JUST WALKING OUT TH  
DOOR 20-4380—(47-4380)\*  
Wade Ray  
Country Western Disk, Johnny Pick, Bill-  
board, April 15th issue.

**TIPS****I AM A HEART/TO BE LOVED BY YOU**

DINAH SHORE 20-4666—(47-4666)\*

**THIS WEEK'S  
MAILBAG****I HEAR ME TALKING**NOTE: Paul Winchell is the  
brilliant and voice of the com-  
edy team of Paul Winchell  
and Jerry Mahoney. Jerry is  
the one with the wooden  
head. The following interview  
was transcribed by our read-  
ing reporter, Rover.WINCHELL: Well, Jerry, we've  
we've made our first RCA  
Victor record.MAHONEY: Yeah, Paul, I was  
terrific.WINCHELL: YOU were ter-  
rific? I did all the work on  
our RCA Victor recording of  
JACK AND THE BEAN-  
STALK.MAHONEY: Go climb a bean-  
stalk, Winchell. You're not  
fooling me with your brag-  
ging. What do you think I  
am, a dummy?WINCHELL: Sure. And I'm the  
ventriloquist.MAHONEY: You're kiddin'. You  
mean you admit you go around  
talking to yourself?WINCHELL: Sure. And I also  
sing to myself. I recently sang  
M-I-S-S-I-S-S-I-P-P-I on an  
RCA Victor record.MAHONEY: I suppose I had  
nothing to do with it.WINCHELL: Now I've hurt your  
feelings, Jerry. I'm sorry.MAHONEY: Sad would be a  
better word for you.WINCHELL: Watch your man-  
ners.MAHONEY: Watch your mouth.  
I can see your lips moving,  
Dad.WINCHELL: What's this "Dad"  
business? I'm not very old.MAHONEY: Oee, that's right.  
You're just a boy.

WINCHELL: True, true...

MAHONEY: An elderly boy.

WINCHELL: Jerry, I've heard  
enough out of you.

MAHONEY: Then quit talking.

WINCHELL: Let's both quit  
talking and listen to our RCA  
Victor recording of JACK  
AND THE BEANSTALK and  
M-I-S-S-I-S-S-I-P-P-I.MAHONEY: Record Number  
20-4651—(47-4651).The stars who make the hits  
are on**RCA VICTOR Records**

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



THE TOP VERSION EVERYWHERE!

# AMERICA'S NEWEST HIT!

# "Kiss Of Fire"

MERCURY 5823 • 5823X45

BY

## GEORGIA GIBBS



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
Radio-TV Show Charts (Radio  
Section).

### • Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities,  
secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from the dealers in the nation's largest record markets. Aside the number of items secured in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single dealer.

Due to the Western Union strike, Territorial Favorites were not available except in cities where The Billboard offices are located. These charts are compiled from studies made by telephone from the same dealers who regularly are serviced by Western Union.

#### NEW YORK

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANG—L. Anderson—Decca
3. OFF—J. Ray—Decca
4. BLACKSMITH BLUES—E. M. Moran—Capitol
5. GUY IS A GUY—Doris Day—Columbia
6. TULIPS AND HEATHER—P. Cane—Victor
7. PERFIDIA—Four Aces—Decca
8. PITTSBURGH, PENNSYLVANIA—G. Mitchell—Witch Notes—Columbia
9. TELL ME WHY—Four Aces—Decca

#### CHICAGO

1. BLUE TANG—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Moran—Capitol
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. GUY IS A GUY—Doris Day—Columbia
5. KISS OF FIRE—G. Gibbs—Mercury
6. ANY TIME—E. Fisher—Waterfall—Victor
7. CITY—J. Ray—Decca
8. PERFIDIA—Four Aces—Decca

#### LOS ANGELES

1. BLUE TANG—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. CITY—J. Ray—Decca
4. BLACKSMITH BLUES—E. M. Moran—Capitol
5. TELL ME WHY—Four Aces—Decca
6. PERFIDIA—Four Aces—Decca
7. ANY TIME—E. Fisher—Waterfall—Victor
8. KISS OF FIRE—G. Gibbs—Mercury
9. WINOWEN—J. Dorsey—Columbia
10. KISS OF FIRE—T. Martin—Victor

#### ST. LOUIS

1. BLUE TANG—L. Anderson—Decca
2. GUY IS A GUY—Doris Day—Columbia
3. BLACKSMITH BLUES—E. M. Moran—Capitol
4. I'LL WALK ALONE—D. Cornell—Capitol
5. AT LAST—R. Anthony—Capitol
6. BE ANYTHING BUT BE MINE—L. Howard—Mercury

#### CINCINNATI

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANG—L. Anderson—Decca
3. KISS OF FIRE—G. Gibbs—Mercury
4. I'LL WALK ALONE—D. Cornell—Capitol
5. BLACKSMITH BLUES—E. M. Moran—Capitol
6. UNDISFORD WINGS—L. Ray—Mercury
7. AT LAST—R. Anthony—Capitol
8. FOREVER WE—E. Fisher—Waterfall—Victor
9. TELL ME WHY—Four Aces—Decca
10. GUY IS A GUY—Doris Day—Columbia



#### BILLBOARD "PICK"

◆ **I'M YOURS** (Algonquin)—Don Cornell (Cornell) comes up with another smash. Rates a Billboard "PICK" for his waxing of this new ballad.

★ ★ ★ ★ ★  
◆ **HEART OF A CLOWN** (Hill & Range)—Bobby Wayne (Mer.) is hitting new highs with this attractive disk. Earns a Billboard "Pick" from the juke box operators. Tune is also on the top level via Merv Griffin's (Vic.) version.  
(Non-exclusivity BME)

★ ★ ★ ★ ★  
◆ **TWO LITTLE KISSES** (Andree)—Jan Garber's Ork (Cap.) produces a platter which Billboard avers "could get moving" and rates in the "excellent" category.

★ ★ ★ ★ ★  
◆ **DIESEL SMOKE** (Johnstone-Montei)—Doye O'Dell (Intro) crashes thru with a Billboard C&W "PICK." Tune is making headway. Also plattered by Gene Autry (Col.) and Sons of the Pioneers (Vic.).

★ ★ ★ ★ ★  
◆ **EV'RYTIME** (Simon House)—Peggy Lee (Cap.) "in one of her better wax efforts," says Billboard. New ballad is well suited to Miss Lee's warm style.

★ ★ ★ ★ ★  
◆ **NIGHT TRAIN** (Pamlee)—Jimmy Forrest (United) brings this R&B hit to the No. 1 best seller spot. Disk is also No. 1 on the juke boxes.

**BROADCAST MUSIC, INC.**  
360 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago  
Baltimore • Toronto  
Montreal



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Most Played Juke Box Records

... Based on reports received April 9, 10 and 11

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,500 operators in all sections of the country. Listed below the title of each of the most played records are other notable recordings of the same type. Notes shown in this chart after available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

### POSITION

Weeks (Last Time in Chart)

9	1	WHEEL OF FORTUNE	K. Starr Capitol 37964; (4514-194)—ASCAP	
20	2	ANY TIME	E. Fisher-H. Winterhalter Victor 4329; (4514-4595)—BMI	
21	3	CRY	J. Ray Columbia 37684; (4514-4595)—BMI	
10	4	BLACKSMITH BLUES	E. M. Mors Capitol 37964; (4514-4595)—ASCAP	
9	4	BLUE TANGO	L. Anderson Decca 27875; (4519-27875)—ASCAP	
4	8	GUY IS A GUY	Doris Day Capitol 37964; (4514-4595)—ASCAP	
5	7	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller Capitol 37964; (4514-4595)—ASCAP	
18	5	TELL ME WHY	Four Aces-A. Alberts Decca 27875; (4519-27875)—ASCAP	
5	11	FORGIVE ME	E. Fisher-H. Winterhalter Victor 4329; (4514-4595)—ASCAP	
8	14	PERFIDIA	Four Aces-A. Alberts Decca 27875; (4519-27875)—ASCAP	
4	9	11	BLUE TANGO	G. Lombardo Capitol 37964; (4514-4595)—ASCAP
3	12	TIL WALK ALONE	D. Cornell Capitol 37964; (4514-4595)—ASCAP	
6	10	13	HAMBONE	J. Stoddard F. Laine Capitol 37964; (4514-4595)—ASCAP
7	13	14	WHEEL OF FORTUNE	B. Wayne Mercury 5815; (4517-5815)—ASCAP
3	15	15	BLUE TANGO	H. Winterhalter Victor 4329; (4514-4595)—ASCAP
3	—	16	TULIPS AND HEATHER	P. Como Victor 4329; (4514-4595)—ASCAP
9	—	17	(Here Am I) BROKEN HEARTED	J. Ray Capitol 37964; (4514-4595)—ASCAP
11	14	18	BE MY LIFE'S COMPANION	Mills Brothers Decca 27875; (4519-27875)—ASCAP
10	16	19	COME WHAT MAY	P. Page Mercury 5815; (4517-5815)—ASCAP
2	21	20	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter Victor 4329; (4514-4595)—ASCAP
4	24	21	WHISPERING WINDS	P. Page Mercury 5815; (4517-5815)—ASCAP
20	17	22	LITTLE WHITE CLOUD THAT CRIED	J. Ray Capitol 37964; (4514-4595)—ASCAP
2	28	23	BE ANYTHING (But Be Mine)	E. Howard Mercury 5815; (4517-5815)—ASCAP
2	28	24	GANDY DANCERS' BALL	F. Laine Capitol 37964; (4514-4595)—ASCAP
12	20	25	STOLEN LOVE	E. Howard Mercury 5815; (4517-5815)—ASCAP
13	21	25	PLEASE, MR. SUN	J. Ray Capitol 37964; (4514-4595)—ASCAP
14	—	25	BERMUDA	Boil Sisters Victor 4329; (4514-4595)—ASCAP
24	18	28	SLOW POKE	Poo Wee King Capitol 37964; (4514-4595)—ASCAP
5	24	28	WHEEL OF FORTUNE	Boil Sisters Victor 4329; (4514-4595)—ASCAP
1	—	28	LADY LOVE	V. Monro Capitol 37964; (4514-4595)—ASCAP
1	—	28	WHAT'S THE USE	J. Ray Capitol 37964; (4514-4595)—ASCAP

Moving  
Right  
To The  
TOP!

EDDY  
HOWARD

"BE ANYTHING"

(BUT BE MINE)

MERCURY 5815 • 5815X45

PICKED AS A WINNER  
BY EVERY POSSIBLE CRITIC!



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA







# THE BILLBOARD Music Popularity Charts

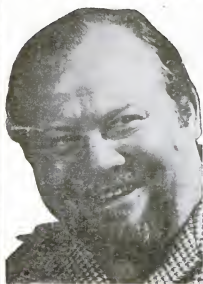
For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY CHART	COUNTRY CHART	FOLK CHART
<b>BILLY STRANGE</b>				
<i>Diabol Smoke, Dangerous Curves</i>	CAPITOL 2132—A great new story song about truck drivers and current the writer of "Cold Cold Kisses" is given an outstanding performance by Strange. The country singer sticks over the lyrics of this exciting time in his fashion. It could be a big one for the worker.	83--86--75--87		
<i>Always Sing</i>	Here is another fine side by the young Capitol warbler, who turns in a strong performance on this happy and melodic ditty. Should pick up charts.	80--82--75--84		
<b>BILLY WALKER</b>				
<i>Anything Your Heart Desires</i>	COLUMBIA 2815—A solid vocal by the warbler on this outstanding country tune, penned by Walter Simons. Could get plays and sales and may go places.	82--85--76--85		
<i>What Makes Me Love You (Like I Do)</i>	What a persuasive on this fine country number with good lyrics and melody. Another fine wailing that deserves a spot to spin.	80--83--75--82		
<b>GIL HUSTON (George Barnes Ork)</b>				
<i>Rembin' 'Gombin' Man</i>	DECCA 28083—Cling with a folk flavor tells the saga of a poker player. Chorus is ditty. Tune has a lively rhythm with a lot of potential. Ork backing is driving, capable to be used for ads.	80--79--77--84		
<i>Green Little Hill</i>	This is a well-dubbed by Huston of a pretty new tune. Glendavid plays adds flavor.	78--79--77--78		
<b>JIMMY MURPHY</b>				
<i>Love That Satisfies</i>	A 32-club—Pretty tune about a blue-eyed gal gets a first-rate reading from Murphy. A good wailing that will please his followers.	78--80--75--79		
<i>That First Culture of Mine</i>	A fast, melodic song about a lady's first guitar, is well well by the singer. Meritless time could get air plays.	75--77--73--75		
<b>BOBBY WILLIAMSON</b>				
<i>Can't Help Wonderin' (Can't Help Cryin')</i>	4-10—Williamson does a pleasant job of wailing on a "cheerful" weaver.	78--79--77--78		
<i>Little Bit of This, A (A Little Bit of That)</i>	Single ditty with a happy tempo is well strongly by the dancer.	73--75--72--72		
<b>EDDIE ZACK (Dude Ranchers)</b>				
<i>Words</i>	DECCA 28083—Here's a fine country weaver, and it's sung with heart, feeling by Zack and the Dude Ranchers. Meritless spins in places.	76--76--76--76		
<i>Gill of the Mountain</i>	Scoring hits, happy rhythm and gals' voices in the refrain build strongly behind the inimitable chirping of Zacks. Good wail.	75--77--73--75		
<b>TEX RITTER—THE OKLAHOMA SWEETHEARTS</b>				
<i>Letter Edged in Black, The</i>	CAPITOL 2814—This is the traditional folk ballad which will evoke a familiar note with many people. Ritter's reading is effective and the gal group adds blue aly.	76--77--75--76		
<i>There Shall Be Showers of Blessings</i>	Ritter and the gals are teamed on a religious song which could do some business with the family.	73--75--74--70		
<b>JIMMY WALKER</b>				
<i>Plowed a Crooked Furrow</i>	INTRA 4051—City has a lively bounce and Walker does a first-rate job as the lyric of this good country item.	75--75--73--77		
<i>Talkin' to the Wall</i>	Walker's phrasing with some show well and air performs in fine fashion. Tune too has merit. A fine ditty.	73--75--69--75		
<b>BURL IVES—GRADY MARTIN (Slow Foot Five)</b>				
<i>It's So Long and Goodbye to You</i>	DECCA 2815—A fast-moving, rhythmic ditty is given an effective vocal by Ives with the Martin Five backing the singer on a Latin kick.	73--73--72--74		
<i>Wild Side of Life</i>	The folk singer moves into the country field with a strong coverage record of the infectious ditty now also on air in country markets. Grady Martin and the ark add spice to the ditty. Could get spins.	72--75--70--70		
<b>ROSALIE ALLEN—ELTON BRITT</b>				
<i>I May Have Myself in the Morning</i>	A 30-40—Here is the delectable—Walt had tried some months ago and brings back a second go at the present time. The Miss Allen and Britt had caught. It's doubtful if the country market will air for this one.	70--70--70--70		
<i>Feuding Around</i>	Here's one of those Tin Pan Alley attempts to come up with country material. It doesn't sound sufficiently sincere to catch on with the market. It's done easily, tho.	70--70--70--70		
<b>RED ROWE</b>				
<i>Waste Paper Doll</i>	INTRA 4051—Rowe turns in a good vocal on a lively country song, with good lyrics.	70--70--70--70		
<i>Brand New Broom</i>	Singer is effective on a fair-to-middlin' country blues item.	68--69--68--67		
<b>BILLY MCCHIE</b>				
<i>Camble Your Kisses With Somebody New</i>	VECTAL 4537—A better than average country tune is sung effectively by McChie.	70--71--68--71		
<i>Wonderfully in Love With You</i>	A war effort by the warbler on a fair country weaver.	65--65--65--65		
<b>JACK HUNT</b>				
<i>I'm in Your Eyes</i>	CAPITOL 2808—Singer weaver material gives Hunt the chance to come out on a more emotional chart.	70--72--68--70		
<i>How Can I Lie to My Heart?</i>	How can I lie to my heart? The material is okay, but routine.	68--70--68--68		
<b>OLE RAMMUSSEN ORK</b>				
<i>C-Jim Blues</i>	CAPITOL 2815—Country targets might go for this string and rhythm band reading of Duke Ellington's instrumental riff. Rammussen backs up a line of action ditty.	70--73--67--70		
<i>Did the Man in the Moon Come From Texas?</i>	The ark has an okay dance disk idea in the style of the Bob Wills ditty.	67--70--65--67		
<b>MATTIE, MARTIE AND MINNIE</b>				
<i>You Can't Live With 'Em (And You Can't Live Without 'Em)</i>	KING 1552—This combines effectively on their novelty.	68--68--68--68		
<i>Tennessee Memories</i>	Admiring reading of 80-100 tone.	66--66--66--66		

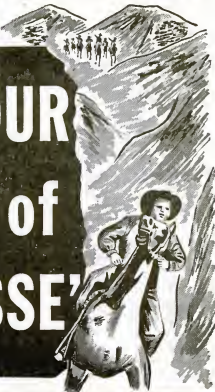
The wayfaring stranger in one of his greatest recordings



# BURL IVES

with The ANITA KERR SINGERS

## 'ONE HOUR AHEAD of the POSSE'



## and 'THIS TIME TOMORROW'

Decca 28079 (78 RPM) - 9-28079 (45 RPM)

America's Fastest Selling Records









*The Rush is on ...*

For

**HANK  
SNOW**

the "Singing Ranger"

and his great  
hit recording of ...

**"THE GOLD  
RUSH IS  
OVER"**

and

**"WHY DO YOU PUNISH ME?"**

RCA VICTOR 20-4522 (78)

47-4522 (45)

**Hank Snow & His' Rainbow Ranch Boys**  
**4 Day Canadian Tour**

Just Completed  
Breaking all existing records in  
Toronto—Alliston—Ottawa—Ontario, Canada  
Opening July 21—2 Weeks  
**HOTEL ASTOR ROOF** New York City

EXCLUSIVE MANAGEMENT  
**HUBERT LONG**

NEW DUE WEST VALLEY ROAD, MADISON, TENN.  
PHONE: NASHVILLE 2-6635

JUST RELEASED  
A MOTHER'S DAY SPECIAL . . .  
**"MY MOTHER"** (with the Jordanaires)

and

**"I JUST TELEPHONED UPSTAIRS"** (with the Rainbow Ranch Boys)  
RCA 20-4632 (78) 47-4632 (45)



**RCA VICTOR Records**





"DOWN  
THE  
ROAD  
CAME A

'JUNCO  
PARTNER'  
Boy was  
he loaded!"

A Cajun Folk Song by

Richard  
Hayes

BREAKING BIG After a

FAST START IN CLEVELAND . . Thanks Boys

MERCURY 5833•5833X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
For Reviews and Ratings of Radio  
Section.

### Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
50-59 POOR

#### How Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of sales per category. Each category is assigned a maximum number of points which no release may exceed. No. 5 indicates record is not suitable for a specific use.

#### The Categories

Following are the maximum points that may be earned by a record in each one of the nine categories considered: Song catalog, 12; interpretation, 10; arrangement, 10; same voice, 10; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record ad/promotion, film, TV) and other "plus" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	RETAILER	OPERATOR
<b>DON CORNELL</b> (Norman Leyden Ark) <b>I'm Yours</b> CORAL 16460—Cornell covers this with a slick reading of a big ballad, bolstered most effectively by strong ark backing. Shows up at another winner for the chortle, following his top-selling "I'll Walk Alone."		88--88--88--88			
<b>My Mother's Pearl</b> Sentimental duet about mother love should stir a responsive chord in many. It's sung tenderly in a slow tempo—rather fast. A strong side, aimed right for up-coming Mother's Day.		83--85--80--84			
<b>DOLORES HAWKINS—THE FOUR LADS</b> <b>Rock in My Bed</b> DECCA 48300—This could be the disk to start Miss Hawkins on the way to the top. It's a fine tune of Duke Ellington's music which she does wonderfully.		84--86--83--84			
<b>Heavenly Father</b> This is good coverage on the current. Edna McGiff's A.M. click. Both markets should be interested in this version.		82--84--81--82			
<b>BOB EBEL</b> <b>Green Grow the Lilacs</b> CAPITOL 2013—Another attractive disk is given romantic treatment by the moose-chamber. Fine and supports its first record and art.		80--82--78--80			
<b>Day Away from You, A</b> There's given the lovely ballad a tender and affecting performance. Good spin stuff.		78--80--76--78			
<b>FLORIAN ZARACH</b> <b>1. Jazzy Legato 2. Jazzy Piccadillo</b> DECCA 48300—The two Larry Anderson favorites, end to end on this side, are filled with spirit in the individual Zazach style. One could create some excitement.		80--82--78--80			
<b>Happy Whistler, The</b> Savvy comedienne on old fiddle score piece and turns it out to make again in a sparkling performance. It's full of the kind of playing that has won him many fans.		78--80--76--78			
<b>CONNIE HAINES</b> (Owen Bradley Ark) <b>It's So Long and Goodbye to You</b> CORAL 16460—Haines' is a touching ballad that could break hearts. Connie Haines is at her best and gets lots of support from the chorus and arr. Solid rhythm from the first turn. A hitmaker for the jakes.		80--82--75--83			
<b>Anything That's Part of You</b> Miss Haines switches to a driving style and sells the lovely love song convincingly. This is pop coverage on the Edna McGiff disk.		78--80--74--83			
<b>JANE TURLEY</b> <b>Beam Song, The</b> DECCA 48300—Bright ark string, clever lyrics and some nice playing by Jane Turley combine in an attractive disk that should earn some money of note.		80--82--72--80			
<b>Little Train A-Chuggin' in My Heart</b> The happy melody, full of folk flavor, is sung cheerfully here. It's the kind of work that has won extra dividends in the record market.		78--80--76--76			
<b>FRANCIS CRAIG ORK</b> <b>Neer You</b> DECCA 48300—He's got a big hit by Craig on Buller some years ago. He's still good, and fine for jakes.		80--82--75--83			
<b>Stars and Stripes Medley</b> Craig starts on the medley melody. Medleys of five patriotic tunes are blended together effectively.		76--77--74--77			
<b>BILL HAYES—LUDY JOHNSON</b> <b>Don't Send Me Home</b> MCA 12120—The singers on the TV show "Star Show of Stars" turn in a spirited and lively medley on this. Many radio stations claim that could get a lot of dancing play. It's cute and will please the show-arts.		78--81--79--77			
<b>When I Dream (It Always Dreams of You)</b> New tune is given an effective reading by Hayes and Miss Johnson. The girl projects well on this side, which is played with a slight Latin beat by the orchestra.		73--75--72--72			
<b>LOUIS JORDAN</b> (His Tympany Five) <b>Slow Down</b> DECCA 48300—The singer does a fine job with this rhythmic and humorous tune. Some with clever lyrics. The tempo fits both the melody. Should get action with jakes.		78--81--75--78			
<b>Newly Tied a Woman</b> Another passionate Jordan vocal on a lively blues tune which tells of the feelings of women. Jordan fans will find this one a winner.		75--77--73--75			
<b>THE LILTON TILTONS</b> (George Cates Ark) <b>Am I In Love?</b> CORAL 60720—The honey tune from "Son of a Palatine" is sung enjoyably by Martha and Sister Liz. Song is getting some action and this version can get itself in the top.		78--80--76--78			
<b>There's a Cloud in My Valley of Sunshine</b> Chor harmony on another number from the same film makes for beautiful listening. Best in Little.		72--72--72--72			
<b>CY COLEMAN</b> <b>Is a Little Spanish Town</b> DECCA 48300—This version was inspired by the recent Columbia recording of the same song by Cy Coleman. It is to be played in an untraditional style by Coleman and could catch some of the hits if the Columbia playing makes it.		78--80--73--80			
<b>South</b> A fine, swingy piano version of the title, expertly played by Cy Coleman. It has a clever pleasantly sound and could attract attention on radio. Tune is open to receive public appreciation.		76--78--71--79			
<b>KEN GRIFFIN</b> <b>Put Your Little Foot</b> COLUMBIA 30713—The familiar old scholastic is performed with taste by Griffin on the organ with the help of Andy Rector on guitar. Will please his fans.		77--78--76--77			
<b>Dippy Doodle</b> The recently revised ditty gets a strong fast-tempo reading from the expert hands of Griffin. Another good tune for the following.		75--77--74--74			

(Continued on page 44)





# ORDER BLANK

**SAVES TIME! FASTER DELIVERY!**  
**FILL OUT AND MAIL AT ONCE TO**  
**YOUR MERCURY DISTRIBUTOR**

## POPULAR

QUANTITY 78 45	QUANTITY 78 45
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs 5823	"IT'S A SIN TO TELL A LIE," "IT HAD TO BE YOU" Dick Hayman & His Orch. 5825
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard 5815	"FRENCH," "WHAT IS THIS THING CALLED LOVE" Jerry Mundy's Harmonica, with Collaboration with Ralph Marterie & His Orch. 5824
"WHISPERING WINDS," "LOVE, WHERE ARE YOU NOW" Patti Page 5816	"WONT YOU SURRENDER," "FESTIVAL" Xavier Cugat & His Orch. 5829
"JUNGO PARTNER," "SUMMERTIME" Richard Hayes 5855	"DIANE," "SEPTEMBER SONG" Billy Daniels 5906
"JUST BECAUSE," "NOW GOULD YOU" Rudy Draper 5820	"EVERY BODY NEEDS A DA-DA-DAB-OY," "DON'T SEND ME HOME" Helen Gracie 5818
"HEART OF A CLOWN," "WHEEL OF FORTUNE" Bobby Wynne 5779	"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch. 5854
"COME WHAT MAY," "RETREAT" Patin Page 5772	"MISTAKES," "THE LITTLE ROY I KNEW" Dick Thomas 5808
"I'LL WALK ALONE," "FATTALE" Richard Morris 5821	"BLU TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch. 5817
"FOOT, TOOT, TOOTIE," "DANCIN' SHOES" Jimmy Palmer & His Orch. 5814	"JUST LOOKIN'," "THE WILD SIDE OF LIFE" Tony Hill & His Orch. 5850
"STOLEN LOVE," "WISHIN'" Eddy Howard 5784	"NOMIN' PICKIN'," "AND SO I WAITED AROUND" Kay Brown 5810
"WIND," "IT'S A LONESOME OLD TOWN" Jimmy Palmer & His Orch. 5786	"BARABU," "MORE THAN LOVE" Richard Hayes & Xavier Cugat 5760
"COPYCAT," "WALK RIGHT IN" Lola Amarte 5812	"AY-ROUND THE CORNER," "CHIN CHIN" Xavier Cugat & His Orch. 5813
"MY THRILL IS LOVING YOU," "THAT'S HOW IT GOES" Billy Daniels 5822	"MILK BUCKET SOOGE," "SILVER BELL" Tony Hill & His Orch. 5798
"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch. 5827	"THE CAPADOLIA FOLK," "THE HILLBILLY MAMBO" Xavier Cugat & His Orch. 5798
"CHERRY LIPS," "HONEY TONE MELODY" Al Trace & His Orch. 5828	"LOOKING FOR MY BABY," "BEEN THE RECUINE" Tony Hill & His Orch. 5800
	"YOU'RE NOT WORTH MY TEARS," "SNIP ANDY" Rose Marie 5811

## NEW RELEASES

QUANTITY 78 45	QUANTITY 78 45
"SINCIN' IN THE RAIN," "ALL I DO IS DREAM OF YOU" Eddy Howard 5852	"WALKIN' TO THE MAILBOX," "TO RE LOVED BY YOU" Helen Gracie 5858
"A RIVERBEND" GOODBYE FOR A WHILE," "GOOD MORNING, MORNING GLODY" Vic Damone 5831	"A FAMILY THAT PRAYS TOGETHER," "GOD HAS BEEN GOOD TO ME" Eddy Howard 5857
"MAX FROM THE INCOME TAX," "SOPHIE TUCKER FOR PRESIDENT" Sophie Tucker 5859	

## COUNTRY and WESTERN

QUANTITY 78 45	QUANTITY 78 45
"TADPOLE," "JUNCTION'S A BIG ROY NOW" Sam Thompson 6390	"NO MAIL BLUES," "GONNA NEED MY HELP SOME DAY" Memphis Slim 8266
"YOU'VE BEEN CHEATING ON ME, GABRIEL," "BRING OF LOVE" Paul & Roy 6574	"TELL ME WHY," "WHEEL OF FORTUNE" Chuck Washington 8269
"BANNER THE FEARLY GATES SWING OPEN," "MICKITY CLOSE TO HEAVEN" Carl Story & His Band's Mountaintops 6386	"TROUBLE IN MIND," "NEW BLOW-TOO BLUES" Chuck Washington 8269
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros. 6388	"BE ANYTHING—BE MINE," "HEAVEN KNOWS WHY" Wm. Brown 8270
"AY-ROUND THE CORNER," "WISHIN'" Lula Belle & Scotty 6389	"RECUINE," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinette 8272
"MOUNTAIN JAM," "BABY MY HEART" Eddie Hill 6392	"SAD NEWS FROM KOREA," "LET ME KISS YOUR KISS" Lightning Hopkins 8274
"LIMONOUS BLUES," "KONALO MARCH" Jerry Byrd 6395	"SITTIN' HERE WONDERIN'," "JANUARY 13, 1945, BLUES" Luther Simpson 8275
	"DON'T WANT NO WOMAN," "LOUISIE" L. C. Williams 8276

MAIL TO YOUR NEAREST

CUST. ORDER NO.	DATE
-----------------	------

NAME

ADDRESS

CITY



DISTRIBUTOR

ZONE STATE

Looks Like Another  
 "HOT ROD" For

# TINY HILL



Latest Novelty Hit

# "DIESEL SMOKE"

(AND DANGEROUS CURVES)

MERCURY 5840•5840X45



**RALPH MARTERIE**

AND HIS ORCHESTRA

"Boulevard Of  
 Broken Dreams"

AND

"Stompin' At The Savoy"

MERCURY 5827•5827X45

**JIMMY PALMER**

AND HIS ORCHESTRA

"I Don't Mind"

Featuring

Peggy Taylor - Vocal

MERCURY 5836•5836X45



**BILLY DANIELS**

"That's How It Goes"

AND

"My Thrill Is  
 Loving You"

MERCURY 5822•5822X45



**JERRY BYRD**

World's Greatest Steel Guitarist

"La Paloma"

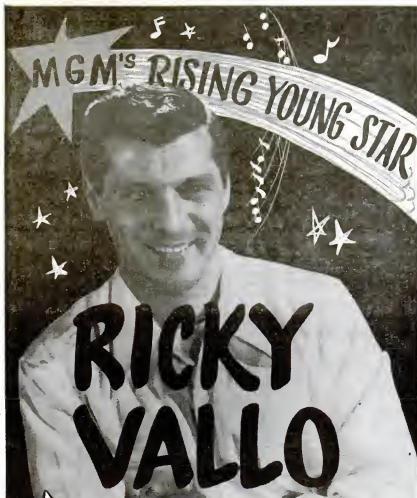
AND

"Byrd's Expedition"

MERCURY 6394•6394X45







**2** SINGING  
STAR-STUDDED HITS!  
"DON'T LAUGH AT ME" AND "BEWARE"  
MGM 11203 (78 RPM)  
K11203 (45 RPM)  
Personal Management  
EDDIE WHITE  
1619 Broadway, N. Y. C.  
Suite 404



KEEP  
M-G-MINDED-  
IT'S GOOD  
FOR YOUR  
BUSINESS

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 36, N. Y.

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- KISS OF FIRE** ..... Tony Martin ..... RCA Victor 20-4671  
A fine performance by the singer on the new tune adapted from the songs "If I Could" by Guy Lombardo has earned out a fine version on RCA 11223. The Georgia Gibbs disk was picked last week.
- DELICADO** ..... Percy Faith Disk ..... Columbia 39748  
An exciting melody by the rich sounding Faith only, featuring some well harmonized work by Stan Freeman.
- I'M YOURS** ..... Eddie Fisher-Hugo Winterhalter Disk ..... RCA Victor 20-4660  
Fisher sells this poignant ballad very persuasively, backed by a fine Winterhalter arrangement. The Don Cornell version was picked last week.
- I WAITED A LITTLE TOO LONG** ..... Kay Starr ..... Capitol 2042  
Miss Starr's first release shows her "Wheel of Fortune" disk shows the singer at her best, with an outstanding vocal on this lovely new tune. Quarter note interest. Fine, "Me, Too," bears watching.
- JUNCO PARTNER** ..... Richard Hayes ..... Mercury 5823  
This disk is exciting from start to finish. It's a Calum tune with an exotic feel. Hayes belts over the lyrics with gusto. The disk leads him easily through.

### • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockey think tomorrow's hits will be.

1. KISS OF FIRE ..... Georgia Gibbs ..... Mercury 5823  
2. WHAT'S THE USE ..... Johnny Ray ..... Columbia 39696  
3. I'M YOURS ..... Don Cornell ..... Coral 40696  
4. BE ANYTHING (BUT BE MINE) ..... Nelson D'Onofrio ..... Capitol 2031  
5. SUMMER IS A COMIN' IN ..... Nat (King) Cole ..... Capitol 1994

### • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the record retailers think tomorrow's hits will be.

1. DELICADO ..... Percy Faith Disk ..... Columbia 39748  
2. KISS OF FIRE ..... Tony Martin ..... Victor 20-4671  
3. WHEN I LOOK INTO YOUR EYES ..... Champ Butler ..... Columbia 39696  
4. A LITTLE KISS GOODNIGHT ..... Doris Day-Gay Mitchell ..... Decca 27995  
5. LADY LOVE ..... Vaughn Monroe Disk ..... Victor 20-4631

### • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be.

1. SLEEPLESS ..... Tony Bennett ..... Columbia 39696  
2. KISS OF FIRE ..... Georgia Gibbs ..... Mercury 5823  
3. KISS OF FIRE ..... Tony Martin ..... Victor 20-4671  
4. HONEST AND TRULY ..... Guy Lombardo Disk ..... Decca 27995  
5. MOUNTAINS IN THE MOONLIGHT ..... Johnny Ray ..... Columbia 39696

### • The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk jockey think tomorrow's hits will be.

1. HALF AS MUCH ..... Hank Williams ..... MGM 11202  
2. I'VE TURNED GADABOUT ..... Sallie Jean Orr ..... Victor 20-4548  
3. DON'T STAY AWAY ..... Lefty Frizzell ..... Columbia 20911  
4. LET'S TURN BACK THE YEARS ..... Hank Williams ..... MGM 11202  
5. MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU ..... Ernest Tubb ..... Decca 28047



# HOT AND READY TO HIT!



their  
greatest  
since  
"PAPER  
DOLL"

# "YOU'RE NOT WORTH MY TEARS"

DECCA  
28021

Out This Week!  
**GUY LOMBARDO'S  
"MORE THAN LOVE"**  
(Based on "Tango of Roses")  
DECCA 28132

Published by Edward B. Marks Music Corporation  
Harry Link, Gen. Pro. Mgr.

**DECCA**  
RECORDS

*America's Fastest Selling Records*



# A WINNING COMBINATION!

**DOLORES HAWKINS**

**The Four Lads**

*singing*

**"HEAR ONLY  
FATHER"  
and  
"ROCKS IN  
MY BED"**

OKEH 78 RPM 6880 • 45 RPM 4-6880

a product of  
**Okeh**  
Columbia Records, Inc.

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### • Advance Record Releases

#### POPULAR

Am I In Love—Lili (w/ Titties-George Gies Ork (Ther's) Gen 40702  
Am Old Rose Garden—Eddie Yella Ork (Whe) Har-Shaw 52-0314  
Anybody's Part of You—Conce Haines-Dore Bradley Ork (Lil's) Gen 40604  
A Round the Corner—Joan Stafford-Francis Payne-Jack Mason Ork (Hammes) Remington R-2526  
Ma Face Decides to Go South in New-Jerry Scott-Song Spenser—Eddie Star Ork (Lil's) Anchor A-4  
At Last! At Last!—Lee Lawrence-Roland Shaw Ork (Hick) London 1194  
Baby Face Woman—Bob Williams (7 w/ V 20-4636)  
Beautiful World of Time—May Small-Vic Mizzy Ork (Hick) King 12163  
Bernadette—Eddie Towner-Jack Haines Ork (Slosh) London 1194  
By Your Side—Tutti Quirt (Hick) Gen 28111  
Black Shadows—Johnny Hartman Ork (Fid) V 20-4637  
Black Sentiment—Lee Lawrence-Roland Shaw Ork (Lil) London 1194  
Blue Faint—Vera Lynn-Roland Shaw Ork (Hick) London 1194  
Born Born, Ten Ten, Chang Chang—Pete Haines & Co. Part of You—Johnnie Moore  
Bubbles in the Wind—Lawrence Walk Ork (Hick) Gen 40609  
Carolina in the Morning—Lanny Day (Vinnies) Gen 40609  
Come What May—Lila Rosa-Ted Heath Ork (Clem) Gen 40609  
Dancing—Bob-Hill Phillips Ork (Hick) Gen 40604  
Day After From Your—Bob Easler (Cresc) Cal 5053  
Diana Rose—May Small-Vic Mizzy Ork (Hick) Gen 11343  
Dory Dory—Don Griffin (Hick) Cal 39711  
Don't See Me Home—Bill Hayes-July Johnson (Hick) MGM 12110  
Ever So Slowly—Lila Rosa-Ted Heath Ork (Hick) London 1194  
Gone With the Wind—Bob Easler (Cresc) Cal 5053  
Go It in a Gun—Dorothy Lee-Jack Haines Ork (Lil's) Remington R-2527  
Hammes—Joan Stafford-Francis Payne-Jack Mason Remington R-2526  
Happy Whirl—Fannie Blum (Hick) Gen 28099  
May Moon Cakes—March-Ted Quarter (Hick) Gen 28111  
Hear Me—Elizabeth Welch-Sylvia Black Ork (Hick) London 1194  
Honey and Truth—Ralph Flanagan Ork (Hick) V 20-4636  
Honey, Me & Home—Vera Lynn-Roland Shaw Ork (Hick) London 1194  
I Am a Fool—Don Shore-Ted Heath Ork (Lil's) V 20-4644  
I Belong to You—Mary-John Ellis Ork (Hick) Gen 40102  
I Feel Like Cryin'—Johnny Hartman (Hick) V 20-4637  
I Hear a Rhapsody—Ed Foster-Jack Haines Ork (Hick) Remington R-2526  
I'll Walk Alone—Dorothy Lee-Jack Haines Ork (Lil's) Remington R-2527  
I've Always—Don Correll-Harmon Lypson Ork (Hick) Gen 40609  
I've Taken My Toughest—Bob Williams (Hick) V 20-4636  
Is a Little Spanish Town—Oy Caliente (Gen) Cal 5053  
La Seta of All—Ruth Corp-Corbin Prince (Lil's) London 1194  
1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369





**Exclusive Sales-Help Service for  
Profit-Minded Music-Record Dealers!  
Now offered by The Billboard**

## Today's TOP TUNES

Published by The Billboards

### WHEEL OF FORTUNE

KAY STARR—Capitol (78) 1964; (45) F-1964  
"I Wanna Love You!"  
JOEY WAYNE—Mercury (78) 5779; (45)  
5779+45 (14) I had the Heart of a Clown  
BELL SITTERS & HENRI LUNG BROS.—Vocalion 78  
20-4520; (45) 47-4520  
(Poor Whop-Pop-Whop)

OTHER RECORDS AVAILABLE: F. Davis, Victor; Carole, Atlantic; Four Fivers, Specialty; J. Warren, Victor; M. Hamer, G. Wiggins, Decca; S. Kay, Capitol; C. Williams, M. King, Decca; S. McDonald, Capitol; A. Fyrisco, Decca; J. Scott, Capitol; J. Thompson, King; G. Washington, Mercury; E. Wilson, S. S. Gale, Decca; S. Williams, MGM.



Illustrated here, merely referred, are the first and reverse side of Today's Top Tunes Chart, April 11, 1952. Illustrated at the right shows an actual size reproduction of one of the 50 listings of the top tunes, complete with best selling records, artists, labels and record numbers. Note small (bottom) type at the bottom which shows other recordings of the tune available. Today's Top Tunes is printed in a different color combination every week, so that you and your customers can always and immediately tell the new tunes from the previous week's.

## TODAY'S TOP TUNES INCREASES RECORD SALES

Bigger Profits—More Sales—Few Returns! That's the chorus sung by music-record dealers that run TODAY'S TOP TUNES. And no wonder...

Because Today's Top Tunes is the ideal, handy, weekly tip-sheet of the music-record derby. It's The Billboard's weekly HONOR ROLL OF HITS—carried to 30 songs—complete with artists, labels and numbers of the best records of each listed IN ORDER OF POPULARITY and all conveniently condensed in a single 8 1/2" x 11" sheet, attractively printed both sides. And this valuable list INCLUDES BEST SELLING FOLK RECORDS and Best Selling ALBUMS.

## THE MOST COMPLETE AND ACCURATE SALES-HELP SERVICE

The HONOR ROLL OF HITS (from which comes TTT) is scientifically calculated each week from sheet music and record sales reports—from reports of songs moved by disk jockeys and in jukeboxes and from data of the John G. Peatman Audience Coverage Index and the R-H Teleguide. No other service costs so expensive research and analysis—guaranteeing such accurate working facts for the buying and selling of records!

## TODAY'S TOP TUNES MAKES YOUR PROMOTION INVESTMENT PAY DIVIDENDS!

Hundreds of record dealers are now using TTT every week as envelope stuffers with record purchases—as window and record department posters—as counter giveaways. And with the handy customer order form imprinted on each copy—TTT becomes an ideal direct-mail promotion piece. There's nothing like it to stimulate demand among your customers and prospects to keep them coming into your store!

## SPECIAL \$1 TRIAL OFFER

Only \$1 buys you a generous trial offer of 50 copies of this week's Today's Top Tunes—with your name, address and phone number imprinted on each.

Where else can you get such tremendous selling help—every week—and for as little as \$1 per order.

### ACT RIGHT AWAY

**Rush \$1 with this coupon Now!**

(Your money back if not completely satisfied that TTT helps you sell more records!)



The Billboard  
1260 Patterson Street  
Cincinnati 22, Ohio

Yes—Here's my \$1—Please Rush 50 copies of this week's Today's Top Tunes as soon as they come off the press. Imprint each as indicated below.

Name of Store \_\_\_\_\_  
(Please Print)  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Your Own Name \_\_\_\_\_

914





## THE BILLBOARD

## Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
50-59 POOR

Continued from page 38

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS ON CHART	PEAK POSITION
-------------------------	------------------	-------------------	------------------

<b>POPULAR</b>			
PEEL SISTERS (Jack Hansen OK)			
Mermaids	76-74-77-77		
RECORDING R-25237—The cover of the current hit on this chart. The Peel Sisters do a good job with the disc, and the air backing is strong. This is a good use for the chart market.			
Sam Love	75-72-78-75		
EDDIE TOWNE (Lack Hansen OK)			
Another good disc, with Eddie Towne bringing in a very effective move on this coverage. One of the Eddie Towne hits. These two sides are bargains for the money.			

\*\*\*\*\*

Records  
Present  
United  
PR  
\*\*\*\*\*

featuring

BLANKET OF BLUE

AN EXCLUSIVE UNITED RECORD ATTRACTION: U 115  
3052 COTTAGE GROVE AVE.  
CHICAGO, ILLINOIS

UNITED RECORD CO.

THE WORLD'S GREATEST ALTOIST

\*\*\*\*\*

If Your

BREAD and BUTTER

Is The MUSIC-RECORD BUSINESS

Read The Billboard Every Week . . .

for timely, accurate news and the world-famous Music Popularity Charts.

It's low in Cost—High in Value! Fill in and Mail This Coupon Today.

Name \_\_\_\_\_ 935

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Occupation \_\_\_\_\_

Billboard

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS ON CHART	PEAK POSITION
-------------------------	------------------	-------------------	------------------

<b>POPULAR</b>			
TONY MANGO			
Think Twice	77-78-76-77		
RAINBOW 145—The group comes up with something else in this disc. Tony Mango is effective reading of a romantic disc.			
Water Under the Bridge	75-76-72-77		
Direct and rhythmic treatment of the new Rainbow chart and combo. Short enough to keep up interest.			

EDUNDO ROS OK			
Philosophies	77-78-76-77		
RECORDING R-25237—Excellent coverage on the current Don Cornell disc. This 39-cent copy is available just at the time when the general public seems heated for his change after a while.			
She Met a Woodman	74-76-75-71		
Ken tells the story of a girl who wanted a meal ticket and got one, in his own style. Good listening from the art.			

DOROTHY LEE (Jack Hansen OK)			
I'll Walk Alone	76-76-76-76		
DOL FABELLO			
RECORDING R-25237—Excellent coverage on the current Don Cornell disc. This 39-cent copy is available just at the time when the general public seems heated for his change after a while.			
Guy Is a Guy, A	75-75-75-75		
Some real love, but she never does really make the Disc Day sound. Considering the 39-cent price, it's still a good item.			

LAWRENCE WELK OK			
Subliminal in the Wind	75-75-75-75		
GRAL. 64849—Here, the Welk theme song gets the familiar "Whomps" treatment.			
Josephine	74-74-74-74		
For best is one of the numbers most requested by Welk fans. They should be for the time in listening numbers.			

ED FOWLER (Jack Hansen OK)			
Treat in Me	75-75-75-75		
RECORDING R-25237—At the 39-cent price this is quite a buy. Disc comes very close to the original Eddie Fowles version.			
I Hear a Rhapsody	72-72-72-72		
FRANCIS SILVER			
Miss Silver is the type of coverage in the Frank Sinatra manner.			

BILLY COTTON OK			
That Ever-Lovin' Rag	75-77-71-77		
RECORDING R-25237—A lively and rhythmic version of the disc, with a good melody in the title. Ken is playing and spots some good rap lines.			
Ever So Slightly Late	72-76-70-70		
Twelve weeks has now done with all the sound effects. It contains a married man telling how he got a girl, and a disk, funny and well used by Cotton.			

THE MULLCATS			
Parade	75-77-71-77		
GRAL. 64849—The Mullcats, working in an echo chamber, for most of the time, each across a harmonica version of the Southern standard. It's nothing a hot new disc does more than the music.			
Let Me Call You Sweetheart	71-73-70-71		
The boys get melody on this disc and come up with some beautiful lines.			

VERA LYNN (Roland Shaw OK)			
Heese Is a Home, A	75-79-74-72		
RECORDING R-25237—A lively and warm vocal by Vera Lynn. It's a smooth item about a homey house and a lovely girl. The theme's already been heard by the new disc.			
Blue Fox	69-70-70-67		
A story ballad about a girl and her dreams, gets an effective performance from the singer over a full rock band.			

TOOTS YARBET			
High School Cadets March	75-76-72-76		
RECORDING R-25237—Same group in a sparkling run-down of the Sousa standard, and in rhythm.			
Birds 'n' Bees	66-66-64-68		
Harmonica, organ and drums right by a swing arrangement in this lively version.			

JEAN STAMFORD-FRANCES PAYNE (Jack Hansen OK)			
Hambone	74-74-74-74		
RECORDING R-25237—Here's the same spirit as the original. Later, Stamford, wearing the vocal duty for a while. Payne is far better than Miss Stamford. Good disc for the low price.			
A-Round the Corner	73-73-73-73		
The boys get melody on this disc and come up with some beautiful lines.			

VICTOR YOUNG OK			
Spectacular	74-78-72-72		
RECORDING R-25237—Instrumental music from Rick of a few years ago. Victor Young arranges with small strings and Stanley Friedman does splendid work.			
Place in the Sun, A	73-77-72-70		
RECORDING R-25237—The film, this one from the Paramount time. Caspary handles the Young, arr. instrumental features vocal and solo. Best disc film for design program.			

LENNY DEE			
Vietnamese Waltz Medley	74-74-74-74		
RECORDING R-25237—One of the few popular waltzes in a bright package. With fine solo makes for a desirable disc.			
Canvases in the Morning	70-70-70-70		
RECORDING R-25237—A pretty disc, adapted from a French hit. It's given a tender vocal by the artist, backed sweetly by the Ten. Should get action.			

FRANK CAMPANA (Dick Freitas OK)			
Love Me	73-77-72-72		
JURILEE 4051—A good reading of this Little Richard hit by Frank. Campa is a singer who gets a tone really. Disc backing is lively.			
Only You	72-74-72-70		
The singer projects with warmth and sincerity on this new disc, getting his heart into the song.			

LITA ROZA (Ted Heath OK)			
Somewhere in the Moonlight	73-76-73-70		
RECORDING R-25237—A pretty disc, adapted from a French hit. It's given a tender vocal by the artist, backed sweetly by the Ten. Should get action.			
Come What May	67-69-65-67		
RECORDING R-25237—A pretty disc, adapted from a French hit. It's given a tender vocal by the artist, backed sweetly by the Ten. Should get action.			

THE THREE BRITTONS (Eddie Wexler OK)			
Here With You	72-72-72-72		
RECORDING R-25237—This is another new Benjamin and Wexler tune. Both the lyrics and the writers are hoping to come up with another "Volcan of Fortune." This isn't it. The song and lyrics are really backing in the R&B style, but the disc and production are very.			
Saving Love and Roping Tunes	71-71-71-71		
The song and lyrics are really backing in the R&B style, but the disc and production are very.			

RUTH CASEY (Graham Prince)			
Love Me	71-73-70-70		
JURILEE 4051—A good reading of this Little Richard hit by Ruth. Casey is a singer who gets a tone really. Disc backing is lively.			
In a Spite of All			
RECORDING R-25237—This is another new Benjamin and Wexler tune. Both the lyrics and the writers are hoping to come up with another "Volcan of Fortune." This isn't it. The song and lyrics are really backing in the R&B style, but the disc and production are very.			

LEE LAWRENCE (Roland Shaw OK)			
At Last! At Last!	68-70-68-66		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			
Black Sambore, The	65-67-65-63		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			

RUTH CASEY (Graham Prince)			
Love Me	71-73-70-70		
JURILEE 4051—A good reading of this Little Richard hit by Ruth. Casey is a singer who gets a tone really. Disc backing is lively.			
In a Spite of All			
RECORDING R-25237—This is another new Benjamin and Wexler tune. Both the lyrics and the writers are hoping to come up with another "Volcan of Fortune." This isn't it. The song and lyrics are really backing in the R&B style, but the disc and production are very.			

LEE LAWRENCE (Roland Shaw OK)			
At Last! At Last!	68-70-68-66		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			
Black Sambore, The	65-67-65-63		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			

RUTH CASEY (Graham Prince)			
Love Me	71-73-70-70		
JURILEE 4051—A good reading of this Little Richard hit by Ruth. Casey is a singer who gets a tone really. Disc backing is lively.			
In a Spite of All			
RECORDING R-25237—This is another new Benjamin and Wexler tune. Both the lyrics and the writers are hoping to come up with another "Volcan of Fortune." This isn't it. The song and lyrics are really backing in the R&B style, but the disc and production are very.			

LEE LAWRENCE (Roland Shaw OK)			
At Last! At Last!	68-70-68-66		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			
Black Sambore, The	65-67-65-63		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			

RUTH CASEY (Graham Prince)			
Love Me	71-73-70-70		
JURILEE 4051—A good reading of this Little Richard hit by Ruth. Casey is a singer who gets a tone really. Disc backing is lively.			
In a Spite of All			
RECORDING R-25237—This is another new Benjamin and Wexler tune. Both the lyrics and the writers are hoping to come up with another "Volcan of Fortune." This isn't it. The song and lyrics are really backing in the R&B style, but the disc and production are very.			

LEE LAWRENCE (Roland Shaw OK)			
At Last! At Last!	68-70-68-66		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			
Black Sambore, The	65-67-65-63		
RECORDING R-25237—A good reading of this Little Richard hit by Lee. Lawrence is a singer who gets a tone really. Disc backing is lively.			

RUTH CASEY (Graham Prince)			
Love Me	71-73-70-70		
JURILEE 4051—A good reading of this Little Richard hit by Ruth. Casey is a singer who gets a tone really. Disc backing is lively.			
In a Spite of All			
RECORDING R-25237—This is another new Benjamin and Wexler tune. Both the lyrics and the writers are hoping to come up with another "Volcan of Fortune." This isn't it. The song and lyrics are really backing in the R&B style, but the disc and production are very.			

## FOLK TALENT AND TUNES

Continued from page 36

will run for governor of Arkansas on the Democratic ticket. . . .  
 Lloyd Marx, WTVS, Marianna, Fla., is being married May 8 to Jeanette Lawton, a coed at Chipola Junior College there. . . .  
 Happy Isom, WVOG, Logan, W. Va., is trying to get a live Saturday night jamboe started at the station.

Frank Elliott has replaced Ray Whitley on station. . . .  
 Whitley left because of unfavorable weather conditions which affected his family's health and is returning to his home in California. . . .  
 Ray Whitley, WTVS, Owensboro, Ky., is working with a new unit on the station. . . .  
 Fred Warmble, WVOX, Birmingham, is promoting Marjorie Carson and the Carleses thru Alabama the first two weeks of April.

Buck Emory, KYRB, Anchorage, Alaska, is working with a new unit on the station. . . .  
 Ted Kipert, to The Billboard that he's planning heavy country wax. . . .  
 Dewey Phillips, WHBQ, Memphis, is doing his shows from hospital. . . .  
 Ted Kipert is working three hours daily on WZOB, Fort Payne, Ala. He and his band head up a jamboe show Saturday night over the station. Jim Butler is handling his recording deals.

First from spinners in the Louisville area is Dorothy Howard, who works under the name of Louisville Lou. She is working across the board at WLIO, Louisville. . . .  
 Al Miller, of Vinton, Kentucky, writes that Earl Davis, WBOK, New Orleans, has been made producer and merchandising manager of the station. . . .  
 Noel Ball, WKDA, Nashville, became a daddy recently. . . .  
 WSIX, Nashville, was married recently. . . .  
 KUPD, El Campo, Tex., says that Spike Jones cut nine c's, intro for use on Read's show plus the Jones' Country Cousins releases on Victor.

Vance Morris (Nashboro) recently visited with Vernon Western, WBIP, Booneville, Miss. . . .  
 Shal Horton will again stage his big amateur contest in connection with the New Bedford County Fair, plugging it with his stints at WVAH, Saxton, Pa. . . .  
 Mort Lloyd, KJZZ, Waterbury, Conn., likes the record service he gets from Troy Martin, of Southern. . . .  
 Murray-Rose, . . .  
 Les Sutton, KMA, Shennandoah, Va., says that Betty Brown has left the station to join the Carter Sisters, WPM, Nashville. . . .  
 Joe Powers, WYN, Annapolis, has a new partner in Andy Hand, who is doing live h.b. from the station with his band.

Stade Ed Brown, WGST, Atlanta, reports big reaction in his locality to Griffin, Ga.'s new Columbia recorder. Rocky Porter, Johnny Rion, WIBV, Belleville, Ill., reports his Hillbilly Party for week-ends. . . .  
 Bill Gordon will stop for Ann Jones at WGTB, Wilson, N. C., when he leaves to tour town. . . .  
 Coast in mid-April. . . .  
 Louise Foster, KAND, . . .  
 Charlie Adams (Decca), who is touring the Southwest, as a guest recently. . . .  
 WANN, Annapolis, Md., has added an hour daily to the station. . . .  
 Ray Armand is substituting for Connie B. Gay, while Gay is enroute to the station with his overseas troops. Gay talked to his listeners last week via transatlantic phone from Linz, Austria. They will visit Italy and France before he returns. . . .  
 Don MacLeod, KATY, San Luis Obispo, Calif., is promoting a contest in which he travels in his vicinity. . . .  
 Glen Campbell is working on Tex Clark's "Rainbow Ranch" show on WJOK, Cleveland. . . .  
 Hot Springs made a portable and evening's performance at the annual Policeman's Ball which was held at the Hunt does live and d.j. shows at KARK, Hot Springs. He recently inked with Capitol.

Don Brennan reports that Billy Green, WFLA, Tampa, has been named Mobile Ala. will work the station's Dixie Jamboe, April 19. . . .  
 Roy Acutt will open the Dixie Jamboe, Cave park, Clarksville, Tenn., May 10. . . .  
 Uncle Oles, WJZM, Clarksville, will open the Dixie Jamboe, Cave park, Clarksville, Tenn., May 10. . . .  
 Frank Page, KYRB, Anchorage, Alaska, is working with a new unit on the station. . . .  
 "Louisiana Hayride" cast is touring for the next two months.

(Continued on page 46)







***THE BILLBOARD* Music  
Popularity Charts**

Only use these tags: 

...







































# Amusement Zone Pushes Culture

**Copenhagen Amusement Zone Uses 200 Musicians;  
Dishes Up Ballet, Concerts With Midway Fare**

• By TED WOLFRAM

"PURVEYORS of Culture and Recreation" is an apt title for the directors of Copenhagen's privately owned, magnificent and unusual Tivoli summer garden. Tivoli derives much of its income from rides, games and concessions, but it is unusual in that it expends most of its budget on gardens, children's playgrounds, ballets, pantomimes and musical programs, which are provided practically gratis, if one excepts the modest admission prices to the park which are a trifle under 5 cents, in the mornings, and about 10 cents, afternoons and nights. Children get in for half price. Copenhagen residents get a bargain-rate season ticket for the equivalent of \$2.18—children, half-price—permitting them to park any time during the May-August season. Current admission prices are the same as they were in 1875.

Tivoli, which occupies 850,000 square feet of ground in the center of Copenhagen, was founded by a stock company, under direction of George Carstensen, in 1843, and has been operating ever since on the same site and under the same company. Newly appointed directors of the park are Mrs. Inge-Lise Beck and Henning Seager, who were installed as acting managers of the park last year.

Annual report of Tivoli's first year, which started with opening day, August 15, 1843, showed a first-day gate of 3,413 and a total attendance of 174,608 for that year's brief season. Total attendance for 1951's four months' season was 3,196,365.

## Site Unique

For a city the size of Copenhagen, which has a population of 1,183,973 in the metropolitan area, Tivoli occupies a site that is unique, sandwiched in between the City Hall and the big Central Station of the Danish Railways, with frontage and gates on four main thoroughfares of the city. Park is served by the railway's commuter and long-distance lines, as well as practically all local transportation systems. In addition, buses from all over Scandinavia and Europe bring thousands of tourists to the park every day during the summer.

The aspect of Copenhagen is in no way marred by the park as there is nothing garish nor discordant about its exterior.

Gates are amply lighted, but lighting outside and inside the whole park is of a conservative type, with very little neon or fluorescent lighting used. About 50,000 electric light bulbs provide light and ornaments to the park, exclusive of the restaurants. Most of these light bulbs are used to outline and stud two of the park's big buildings of Oriental design and to decorate the protective iron fences around the lake, the electrically illuminated fountains and parts of the forest gardens. Light bulbs used in these fences are placed inside heavy

glass globes of different colors. Several times during the season these colored globes are shifted in such fashion as to provide entirely different patterns of lighting.

One of the most striking features of Tivoli is the exceptionally large number of musicians employed there. The park management employs around 200 musicians for its concert bands, ballet and circus orchestras and for its big Tivoli Guards boys' band. In addition, several of the bigger restaurants have large bands and dance combos.

## Restaurant Business

Any American park operator would be astounded at the business done by the 21 restaurants in Tivoli. Topping the list is the celebrated Wives, a year-round dine and dance establishment occupying a corner site fronting on two of the city's main streets and having a big dining terrace inside the park. This spot, operated by Holger Nielsen, can seat 1,000 diners in its interior dining rooms and has a large concert orchestra directed by Jess Warny, and a dance combo.

Runners-up in popularity are the Nimf, Tower, Pearl, Divan, Terrace, Balcony and Grotto restaurants, all of which have indoor dining rooms as well as dining terraces. In addition there are Chinese and Italian restaurants, lunch rooms, cafeterias and cabarets.

## Three Types of Shows

Three types of shows are provided daily, with no charge to patrons excepting a small fee for those desiring seats, usually only 8 or 15 cents for adults and half price for children. Oldest and probably most popular shows are the pantomimes and the ballet productions, which are traditional features of Tivoli.

Pantomimes and ballets are presented on a well-equipped stage of the ornate Chinese Theatre, which was erected in 1874. Audiences occupy standing room on gently sloping ground facing the open stage, as well as a large number of reserved seats in the foreground. Orchestra occupies a slightly depressed pit high back of the stage. Elements are protected from the elements, but musicians are exposed to rain and wind, despite white performances.

## Ballet Productions

The Tivoli ballet productions are full-scale affairs running close to an hour. Cast includes about 15 principals, eight to 12 solo dancers and a full-time corps de ballet. Size of cast depends upon the production presented. Last summer three different ballets were presented during the season.

Open-air circus-vauze shows are presented twice daily on a big stage, which is well lighted and equipped with electric aerial numbers. Three shows are given on Saturdays, Sundays and holidays. Four high wire acts, a tightrope act, bill, which runs a full month. Reserved seats accommodate



UNITS OF THE TIVOLI GUARDS, semi-military outfit which is a regular attraction at Copenhagen's big amusement park, march thru the grounds. Bandstand, in rear, is used for several of spot's numerous daily concerts.

about 300 patrons but close to 8,000 still can find ample space facing the stage and at least a thousand table-sitters on the restaurant terraces have a good view of the stage.

## Recreation Program

While all the foregoing, excepting the restaurants, might be listed as cultural and non-revenue producing features of Tivoli, an important and costly item remains, which is the park's recreational program for young children. Two large sections of the big park are devoted exclusively to children's playgrounds and they are ideally located in tree-shaded spots overlooking the park's lake and flower gardens. For the real young fry is a section with a large Maypole, where supervisors entertain the kiddies with various games and contests, for which the park supplies props, costumes and other essentials.

For the older children, with a yen for engineering or construction, there is a large concrete basin filled with sand. In the center is a concrete replica of a dock, with a section moving miniature rail line with a loop, on which small dump cars can be pushed to the dock and which is a working crane hoist with a bucket scoop.

## Children's Classes

A limited number of kiddie rides and Arcade games are located between the park's midway and the children's playground. Included is one of the Stefanessens de luxe Kiddie Merry-Go-Rounds, with miniature locomotive, hook and ladder train, autos and motorcycles, which is installed in an ornate pavilion. Price per ride is 4 cents. Kiddie-sized racing cars, at 5 cents, and a pedal-operated roller coaster, which is installed in the children's section.

Arcade games are of educational type—guiding ships thru harbor or autos over a field, at 4 cents, and Hockey, at 2 cents. Pony and mule track, goat or pony-drawn carriages are also available afternoons.

## Midway in Trees

Tivoli's midway, where all major rides, games and most of the concessions are installed, is located in a comparatively small corner at the rear end of the park and it is almost completely hidden by trees or buildings. Location does not affect business of rides or concessions, which usually are jammed by patrons, who spend freely, but it does definitely give the main part of the park the appearance of a de luxe resort.

Biggest ride is the Scenic Railway, an old-fashioned Coast-to-coast covered with paper-mache to give it a mountain setting. Four 22-passenger trains give this ride a capacity of 88 passengers. Works capacity most of the time, with tickets scaled at 11 cents per adult and 5 for the kiddies. Under this ride is an Old Mill water ride, scaled at 8 and 4 cents, and several concessions.

## Space Conservation

Conservation of ground space has also been attained by other rides, such as a large Ferris Wheel type of ride, which has been erected on top of a large concession building. Major rides consist of electric and gasoline scooter tracks, circular Aeroplane ride, Circular Boat Ride, Water Skooters Merry-Go-Round, Ghost Train and Miniature Railway. All these rides are priced at 8 cents for adults and 4 cents for children.

Midway also has a big Fun House, an automatic machine Arcade, Miniature Golf Course, numerous merchan-

dise-amusement game booths, and the usual refreshment and souvenir stands, as well as bars, lunch rooms and cabaret.

No balleyboon of any type is permitted on the midway or in any part of Tivoli, and there are no talkers or skills. Nothing is sold by direct approach excepting the park's daily programs, which are hawked by two uniformed girls at the front gate and at the entrance to the concert hall.

The beautiful trees and strikingly attractive flower gardens of Tivoli are outstanding attractions of the park, as is its small but picturesque lake, which is the year-round habitat of ducks, sea-gulls and other water fowl. Trees of various species cover most of the grounds excepting the large open section in front of the open-air stage. Breaking the monotony of this open space are formal gardens and elaborate electrically illuminated fountains, which do not seriously obstruct view of the stage as they are flanked by a building with elevated terrace from which the stage can be viewed. Gardens are scattered throughout the park and types of flowers in their lay-out are changed several times during the season.

From an American viewpoint Tivoli is definitely unorthodox in its operation. Practically hiding its midway, lack of balleyboon and many other things would likely strike American park or carnival men as all wrong—but it has paid off for more than a hundred years and is still paying annual dividends of 10 per cent to stock holders.



for rates







## Salt Lake Annual Ties Industrial Expo Into Run

### Exhibits Planned To Show Increase Of Utah Industries

SALT LAKE CITY, April 12.—The Utah State Fair this year will be unique in the history of the state's Industrial Exposition, with the latter to present displays of many of the large industries in the West.

Plan is to bring before the State the vast industrial expansion in the area during the past few years and indicate the importance of industry in the State.

Again, various military installations throughout the West will be featured, tying in the more than 60,000 people reportedly at the various installations. Plans are well under way to have an 80-piece military band from the 6th Army Headquarters open the fair.

Fair execs believe that the inclusion of the industrial exposition as part of the fair's program will enable the event to surpass its record attendance set last year.

## ATTENTION! Secretaries of FAIRS, CELEBRATIONS

### and INDOOR SHOWS Contact the ERNIE YOUNG AGENCY

For every kind of type of entertainment  
203 N. WABASH AVE.  
CHICAGO 1, ILL.

### TO MAKE YOUR EVENT MORE SUCCESSFUL

## THE DE RIZKIE FAMILY

FEATURING THE YOUNGEST VETERAN PERFORMERS

1-5 years' experience head-band and tailoring act.

111-Grand and Frank Jr., wire and radio specialists.

PAIRS—PAIRS—CIRCUSES Acrobats, 50¢ to 1.00.

P.L. Have played dates for Doc A. Henson, Sam Durr, Martin Theodore, and many others.

Circus, track show, many, many, many.

West Palm Beach, Fla.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

PAIR—PAIR—CIRCUSES Acrobats, 50¢ to 1.00.

## Fair Dates

The following corrections and additions to the list of Fair Dates were received during the past week ending April 12:

The complete list of Fair Dates was published in the April 12, 1952, issue of THE BILLBOARD.

A copy of this issue may be had by writing to THE BILLBOARD, 188 W. Randolph St., Chicago 1, Ill.

Depository, The Billboard, 2160 Patrons St., Cincinnati 22, Ohio.

Each issue of THE BILLBOARD is sold at each issue of THE BILLBOARD for out-of-state editions.

### Arizona

Phoenix—Pinal Co. Fair, Oct. 18-19, William C. Wang.

### Indiana

Anglin-Town, Putnam & Home Expo, July 8-11, Bill Gorman.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

Chico, Cass Co., 4-6 Fair, April 18-19, Otis Otis.

## HIKES IN ADVERTISING BUDGETS SET THROU THE COUNTRY

### Brockton Adds 5G; Pueblo Allocation Jumps 300%, Imperial, Calif., 10%

BROCKTON, Mass., April 12.—Brockton Fair here is upping its advertising budget by \$5,000 for this year's event, Frank Kingman, secretary, disclosed this week. Part of the increased funds will go for rental of billboards, which

the fair has not used in recent years and some "probably will go into television," Kingman said.

### Will Triple Outlay For Pitch Via Radio

PUEBLO, Colo., April 12.—The Colorado State Fair here has mapped a 300 per cent increase in expenditures for radio advertising. W. H. Kittle, manager, announced this week. Kittle says the increased outlay will enable the fair to increase substantially its draw from remote areas.

Advertising is pushing an extensive plant improvement program. Projects include repaving of all existing streets and the new paving of about a quarter-mile in streets, re-roofing and rewiring of the grandstand, erection of new steel bleachers in the grandstand area, redecoration of the interior of the agricultural building, a complete job, inside and out, of the Little Theater, construction of a new, neoclassical entrance to the midway, and the

installation of 600 feet of new sewerage, plus new landscaping throughout the grounds.

### TV CAMPAIGN MAPPED BY IMPERIAL, FOR '52

IMPERIAL, Calif., April 12.—California Mid-Winter Fair here, February 22 to March 8 next year. (Continued on page 72)



THE "TUMBLEWEEDS" Songs of the West Telle Kittle Shouting

The Educated, Guitar Playing Horse "COTTON"

## Nat'l Cattle Congress Adds Breed Showings

### All Five Dairy Orgs To Have Competition At Waterloo Event

WATERLOO, Ia., April 12.—All five of the national dairy cattle breed associations will have their national showings at the National Dairy Cattle Congress being held this year with the addition of the National Yorkshire Show and the National Milking Short-horn Show rounding out the total.

In addition, the National Belgian Horse Show will be held in conjunction with the fair. A new feature will be a national invitational dairy vehicle cleaning demonstration program. Total of \$1,000 in prizes will be offered in this unusual competition.

One new cattle barn is to be added to the plant in time for the annual event. Other improvements to be made are the erection of a fence to partly enclose the grounds, re-roofing of some barns, and the improving of parking facilities.

## 17 New Jersey Annuals Set

TRENTON, N. J., April 12.—Seventeen annuals will operate in New Jersey this year, William C. Lynn, secretary of the New Jersey Association of Agricultural Fairs, announced here this week. Initial event is slated for Burlington, July 31-August 2. The last, New Jersey State Fair, will be held here September 21-26. All but four of the events will be held in August.

## Twilight Harness Races Again Set By Regina, Sask.

REGINA, Sask., April 12.—Twilight harness races with pari-mutuel play will be originally planned, the Regina Exhibition Association's race committee has decided. Purses will be \$1,250 on each of the three days.

## NATIONAL HOME SHOWS INC.

America's Outstanding Trade Exposition Organization PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES. Sponsors, Home Managers, Space Salesmen, Exhibitors, Writers. Grosses A. Goldwyn, Pres. Home Builders, 3109 Erie St. Dallas, Texas.

## PROMOTERS

Get on our mailing list. We will send you information and literature for many of the individuals who might interest and promote. We will send you information and literature for many of the individuals who might interest and promote. We will send you information and literature for many of the individuals who might interest and promote.

## Gresham, Ore., Pushes Vast Bldg. Program

GRESHAM, Ore., April 12.—Major projects in the \$40,000 modernization program under attack at Multnomah County Fair grounds are well under way. Manager Duane Hennessey announced this week.

"Exhibitors and concessionaires will find a brighter, more open set-up in which to do business," Hennessey said. "We are painting the grandstand, enlarging the exhibit building, painting the parking buildings and resurfacing them."

"We will eliminate the miniature train, thus making parking space available to 150 more cars."

"For the 1952 fair we are planning a free outdoor stage show for afternoons and evenings. We want to stress attractions that will draw afternoon crowds, and we believe this program will pull crowds. We believe fair patrons are tired of additional charges after they get inside the gate. According to our new policy, there will be no extra charges on the patrons are inside, and we are keeping the admission price at 50 cents."

Hennessey said a floral theme will be a feature of the 1952 fair, with plant exhibits in place.

Available June 1. Want contract with mail playing fair dates or circus—write:

NORM & JOAN SNOW Box 292 Concord, Ohio

## FIREWORKS DISPLAYS FOR All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES! Write for our catalog of magnificent fireworks displays! Special programs made to order.

DISPLAYS FROM \$45.00 TO \$69.50

Expert operators available for large shows! Full insurance carried on all approved displays!

WRITE FOR FREE CATALOG!

VICTOR RICH BROS., FIREWORKS CO. 1111 N. 1ST ST. SIOUX FALLS, SOUTH DAKOTA

Miss BeBe Says...

## FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

## NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money Subscribe Now—This Easy Way

The Billboard, 2160 Patrons St., Cincinnati 22, Ohio.

Write for our catalog of magnificent fireworks displays! Special programs made to order.

DISPLAYS FROM \$45.00 TO \$69.50

Expert operators available for large shows! Full insurance carried on all approved displays!

WRITE FOR FREE CATALOG!

VICTOR RICH BROS., FIREWORKS CO. 1111 N. 1ST ST. SIOUX FALLS, SOUTH DAKOTA

## HEIZER'S

Thru-the-World Agency

Burn Arcade, Suite 367, North Avenue, St. Paul, Minn.



# Big Picnic Business Set at Gwynn Oak

Baltimore Spot Plans Radio, TV Shows; Adds 2 Rides, Expands Outing Facilities

BALTIMORE, April 12.—Gwynn Oak Park here prepared to launch its season today, with all week-end line booked solid for industrial picnics and weekday time filling up, according to Hal Steward, of the spot's staff.

Arthur B. Price & Sons, park operators, anticipate their strongest ride line-up and the promotional schedule, Steward said.

Two new kiddie rides bring the park's total in that department to 12, on an equal basis with the major devices. New are Bug and Circus rides. Kiddieland is now in an expanded area in the center of the redeveloped park.

Enlarged picnic facilities include pavilions with a capacity of 3,000 and additional tables for 10,000, over-all capacity to more than 6,000, Steward said.

Radio, TV Shows  
Radio and television will share publicity assignments for the park. Steward has set a saturation schedule of spot announcements on WFER and two radio programs directed toward women's audiences. The programs will start in May and will be broadcast from the park, using local radio deal also calls for a Family Day promotion later in June. Similar program last year drew 25,000 persons in midweek.

The television feature will be aimed at children and will be aired by WAAM-TV. It will be televised from the park and will feature

## NAAPPB Plans Picnic Booklet For NIRA Meet

CHICAGO, April 12.—Plans for book-keeping booklet describing picnic facilities at parks to members of the National Industrial Association of Public Parks were announced this week by Paul H. Huebels, secretary, National Association of Public Parks, Pools and Beaches.

The folders will be circulated from NAAPPB's booth at the NIRA convention at Rochester, N. Y., May 19-21, Huebels said. It is gathering statistics on picnic grounds and equipment at various parks.

NIRA membership includes industrial personnel representatives in charge of booking company picnics and similar outings for employees of their firms. NAAPPB became affiliated with NIRA last November.

## Gaugua Rink Alloys Ranks

BAINBRIDGE, O., April 12.—Two bowling alleys and roller rink at Gaugua Lake Park here were destroyed by fire early yesterday (8).

Chief of the local fire department, said he thought damage amounted to possibly \$100,000, but said he felt sure it was insured.

Firemen from six surrounding communities prevented the spectacular blaze from spreading to the park's roller rink, which at one point is only 30 feet from the razed one-story frame building containing houses, the alleys, and rink. The bowling alleys had been built since the war, but the rink occupied the old dance hall.

## Cincy Kiddieland Opens

CINCINNATI, April 12.—Completely reconstructed, Fern A. Clemens' Free Wee Valley Kiddieland on Reading Road here opened yesterday (12) with a clear and rainy weather. A new 300-car parking lot has been added.

Line-up of rides includes the Merry-Go-Round, rocket, train, pony track and auto ride.

animals from the Baltimore zoo. Zoo Director Arthur Watson will be in the park to bring out the animals. The park will buy two adult animals, a lion and a tiger, and rare birds to be housed in a special miniature zoo at the park for the new show. Park officials will be in the zoo at the end of the season.

In May, Gwynn Oak will feature a display prepared by the Armed Forces. It will be eliminated by observation of Armed Forces Day, when bands will be present in the park's program.

## Birthday Cards Up Tiny Tot's Picnic Booking

AUSTIN, Tex., April 12.—A 10 per cent gross hike is anticipated for the Kiddieland picnic business, Philip L. Bibbe Jr., owner, The spot, which operates all year, is in the heart of the city.

Promotion of birthday parties is far ahead of previous years, Bibbe said. He created a promotion plan under which birthday cards are mailed to 10,000 children annually. In June and again in September the Kiddieland will stage giveaways with ponies as the top item.

Bibbe said he believed absence of money for large purchases would leave the public with pocket cash and that this should mean greater spending for amusements.

## Bill Schmidt Named Superintendent at Riverview, Chicago

CHICAGO, April 12.—William B. Schmidt, vice-president of Riverview Park, was named superintendent of Kiddie Fun Wheel to succeed the late Arthur A. Cleary, who died last fall.

At its inception, W. B. Gierke was elected assistant general manager and E. F. Swink was elected assistant superintendent.

## Big Jon, Sparkie Draw Heavily At Houston Kiddieland Bow

HOUSTON, April 12.—Harry Hennies' Katy Road Kiddieland here opened Sunday (6) with a line-up of Sparkie, Big Jon and Sparkie, electronic puppet, stars of American Broadcast, and Sparkie, electronic puppet, stars of American Broadcast, and Sparkie, electronic puppet, stars of American Broadcast.

Hennies reported that 27,000 persons entered the park during the 12-hour period starting at 9 a. m. according to a count made by the advertising agency which handled the promotion, the biggest in the city's history. He hosted. Scheduled to make five appearances at the park, the act was canceled because of the rain to satisfy the turnout, according to Arthur-Sampson Enterprises, Cincinnati, which handles the act.

Arthur-Sampson reported that a week's supply of soft drinks was sold by 1 p. m., in addition to \$500 worth of Sparkie, Big Jon and comic books. This was the first public appearance by Arthur-Sampson since May 1949, when 1,500-car parking lot was filled at the park. Their cars were parked through the park.

Elsewhere in Houston the reception received by the attraction was equally big. At the Shaver Hotel, the attraction's Saturday (5) network broadcast from the

## Wichita Boom To Toype Lake At Sandy Beach

WICHITA, Kan., April 12.—Bentley Industries in aircraft will multiply the business for Sandy Beach in the city of Wichita, S. Stauffer, owner-operator. He said the spot will remain open for extra hours to accommodate personnel from aircraft factories and air force schools. This has been a boom for the industry and schools.

New newspaper and personal contacts have boosted picnic reservations over last year's score for the first year of the season. Facilities are being increased and both frozen mait and snow cone concessions are being added. Total outlay in preparation for the season is expected to reach \$10,000. Admission to the spot will be upped 15 per cent, Stauffer said. This will be his first increase since federal tax on swimming pool admissions was levied, he said.

He recalled that Sandy Beach, six miles from the city and originally isolated, now is surrounded by residential area. He said that if weather is good, the season should be his best in 23 years.

## Pie Island Ampounce April 28 Bow

MANCHESTER, N. H., April 12.—New Pie Island Park here, which had an excellent season in 1951, its revival year, has painters, carpenters and mechanics at work in preparing for an April 28 opening.

Advised this year is a complete Kiddieland, including Roller Coaster, and a new building for the swimming pool. The park is ready for the opening fun. Hold-over attractions include a Ferris Wheel, Merry-Go-Round, Whirl, Chairplane, Penny Arcade, shooting gallery, ball toss, and a canoeing, swan boats and refreshment stand. Outdoor dancing will be offered at various times during the season, and the park will have facilities for large all-out in booking picnics. A drive-in theater, with 400 speakers, has been added and is scheduled to open in the summer.

Start includes Harry E. Prince, general manager; George H. Prince, public relations; Richard Cronin, superintendent of food concessions; and R. Green, ride superintendent.

## Summit Beach Sets Boat Races; Mus Anniversary Program

AKRON, April 12.—Week-end operation at Summit Beach gets under way May 3, Manager Ed Palmer announced this week. It will be open Fridays and Saturdays from 10 a. m. to 10 p. m. during business hours. A decision has been made to return to the 32-year-old beach, Summit Queen, but the park will have a new look. The new motorboat races on Sundays this season. Park also is mulling ideas for observing the beach's 32nd anniversary late in June.

The spot's Kiddieland is being moved to an area nearer the midway and across from the Merry-Go-Round. The new line-up will be a Kiddie Fire Truck, which also will be used for publicity purposes on town streets and in connection with picnic promotion.

Rebuilding of the entire park and completion of additional picnic grounds are scheduled to be completed before the opening. Palmer said that Akron and the county school board will hold their picnics at the park during the first week of June.

## 1952 Hershey Program Set; Slate May 4 Bow

HERSHEY, Pa., April 12.—A new kiddie miniature train and several new picnic pavilions will be available to visitors here when they Park opens its 46th season Sunday, May 4. The park will be open daily thereafter, Mondays excepted.

The new ride brings the total number of devices exclusively for children to seven. In addition, there are a horse and buggy, Ferris Wheel, motorboat, Merry-Go-Round, Airplane Swing and Motorboat race.

Considerable refurbishing has been done throughout the park since time of the 1951 season, including fresh paint on the Comet and Frozen.

New rides again in operation will include Twin Ferris Wheels, Carousel, Cuddle-Up, Old Mill Race, Comet, Bug, Whirl, Skooter, Train Aerial Joy Ride and Petting Zoo. There also will be two Funhouses.

## Heart Attack Takes Norton's

BRISTOL, Conn., April 12.—Percy L. Norton, 58, treasurer of the New England Association of Amusement Parks and Beaches, died suddenly April 7 while supervising work on a park concession. A doctor called for examination said death was due to a heart attack.

Norton, a former vice-president of the New England Association of Amusement Parks and Beaches, was born in Bristol and attended Lehigh University, Lehigh, Pa., where he was a member of Sigma Chi. He was director of the North Side Park & Trust Company and was active in Masonic organizations. He was a member of Sigma Chi, Hartford; the Connecticut Consistory and the Washington Consistory.

Surviving Norton are his widow, Christine, French Norton, two sons, William E. and Kenneth L. two daughters, Mrs. Walter K. Norton, Mrs. John H. Norton, two brothers, Irving W. and Julian H., and three grandchildren, all of whom are in the business.

Funeral arrangements were handled by the Funk Funeral Home, Bristol.

## Sauzer's Spot Adds 2 Rides, Lights, Parking

LYND, Ind., April 12.—Sauzer's Kiddieland here is putting on new improvements for the season, which opens May 1, according to Edna Sauzer, manager in the kidspot.

Additions include a Hodger Kid, a new 300-car parking lot, a Ferris Wheel in the ride department more lights, new landscaping and larger concessions.

The Sauzers are looking for a marked increase in gross this year, outdistancing a rise in costs, she reported.

Free concerts will be offered by brass bands, local orchestras and variety troupes in the park bandshell on Saturdays and holidays throughout the season. With Red McCarthy and his orchestra, Harrisburg, Pa., will be the featured act. Concerts are offered from 2-4 and 7-9 p. m.

The ballroom, which hosts name orchestras on Saturdays and holidays, opens Saturday, May 3, with Ray Flanagan providing the music.

The swimming pool, containing 1,500,000 gallons of filtered water, opens May 24. A sunken garden for sunbathers is opened in connection with the pool.

Free aerial acts have been booked for the presentation during July and August.

The free zoo will also be open daily on Saturdays with the exhibit featuring a wildlife conservation display by the Pennsylvania Game Commission. A focal point of the Commission exhibit is a collection of Pennsylvania snakes, including rattlers and copperheads.

Pennsylvania Dutch days, which brought better than 100,000 visitors to the park over a three-day span last season, will be observed Sunday, May 4, with Pennsylvania Dutch food and music. The park is open for the Sports Area.

## U. S. May Seize Dayton Park For Tax Claim

DAYTON, O., April 12.—Lake-Saunder Park here may be seized by the Federal Government sometime in May, it was reported by the local office of the Internal Revenue Bureau this week. The spot and other assets of the Lake-Saunder Park Company are being taken over by the government to collect over \$650,000. The government claims Niemann and other assets would come up to that amount in back taxes.

The revenue bureau will offer any sale property for sale after a 30-day waiting period, it was reported. Seizure of the park and other assets would come as part of a tax investigation which began in 1947.

## Deitron Spots Open Saturday

DETROIT, April 12.—Jefferson Beach scheduled its opening for today despite a flood of the ground water caused by high water of Lake St. Clair. Damage would not interfere with operation, it was reported.

Also set for a Saturday opening was Edgewater, although its new ballroom, which was scheduled to open not until May 30, when a name-band policy will be in effect.

Date for opening of Walled Lake has not been set, but a target date of April 19 has been designated by Fred W. Pearce, who returned from Florida this week.

## Pennsy Rocky Glen Games Ex To Wish

SCRANTON, Pa., April 12.—Al Wish reports he has signed a new contract for the exclusive operation of the park. The park is being erected for new concessions and is scheduled to open for the season. Wish is now going at the park, slated to open for week-end, operation on Saturday, April 19, on the Decoration Day.

Among Wish's concessions will be a new 27,000-gallon swimming pool, game, fish pond, red and blue; and blue; game, devil's bowl, and a roller coaster. Wish will win, Coke pitch and punk rack.



























**GIVE TO THE  
RUNYON CANCER FUND**



NAMMONO, LA.

---

\_\_\_\_\_

---

---

[illegible]

## 1711 E. Markland Ave., Kokomo, Ind. Phone 4907

## A. L. BLACKMON

## 24504 Union Turnpike Long Island, New York

\_\_\_\_\_

59 S. HALSTED ST., CHICAGO, ILL.

State Salary. Can also bid New

---

---

## 17 Appleton St. Houston, Tex.

---

---

## DAVID S. REESE

Summary: 14; 61; 100 weeks; 1000 Washington, D.C.

\_\_\_\_\_

## Phone: CARfield 7247

## 2263 Nawton Phone Trinity 3-2860 Detroit 11, Mich

## Lexington, Ky.

MAIL ADDRESS: P. O. BOX 27, BRIMMAR STR. ST. LOUIS, MO.

Gold Medal Show, Huntsville, Ala.

Brantford, Canada. Phone 3-2619.

---

Hughes Store, Providence Forge, Va., this week; Mechanicsville, Va., week of April

\_\_\_\_\_

---

**GIVE TO DAMON RUNYON CANCER FUND**































## RELIGIOUS SPECIALTIES

DOUBLE YOUR INCOME  
STAPLE • LOW PRICED • YEAR ROUND SELLERS



CATALOG ON REQUEST

BRUNER • 61-07 WOODSIDE AVENUE • WOODSIDE 77, N. Y.

## HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES

SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN



GELLMAN BROS.

119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

## ROCK BOTTOM PRICES!

KITCHEN CABINETS • GIFT JEWELRY • FRIGIDOL • NOVELTIES • SUPER VALUES

SAVING • TRUCK LOADS

We are celebrating our 26th Anniversary by giving you thousands of big money savings at the lowest prices in our history. Shop everywhere for them to be sure.

Write TODAY.

Wholesale Distributors Since 1922

213 Madison St. St. Paul, Minn. 55101

O. FAUST

213 Madison St. St. Paul, Minn. 55101

## Pipes for Pitchmen

By BILL BAKER

PHILLIP CULIVAN . . . went to his home in Lynn, Mass., following a highly successful week's stand in the J. Z. Newberry store, Elmira, N. Y. After a week at home he plans to head for New York City.

L. B. LASTER . . . at his Lubbock, Tex., headquarters framing a combination operation layout with which he plans to hit the road soon.

"HERE WE ARE . . . in the vicinity of the Windy City and have our territory spread about 25 miles southwest of Chicago," pens Dave Rose. "It's just about impossible to park in the city proper because of an ordinance which prohibits trailer parking. We arrived here Sunday (4) after leaving New Orleans, April 1. I visited with Bob Roach at Hospital A, Ward 3, Oak Forest, Ill., where he has been confined for more than a year. He would like to read letters from friends. I employed the recent pipe in New Orleans. His pipes always are in Kentucky and instructive. The last time I saw Tom was in New Orleans. He was demonstrating a knife sharpener and glass cutter in Woodworth's. I wonder what will become of the 40-milers that Tom mentioned under these conditions are so tough in the Motor City. The only solution that I can figure out is for them to become 80-milers. I've often wondered how it is possible for any pitchman to sell anything at the shops in Detroit or on Maxwell Street, Chicago for years. I wonder how they've been doing pitchmen in the above-mentioned

places and yet some of them always seem to be getting a good men must have a great deal on the ball to be able to do this what after day, week after day, year after year. From all indications I think like Maxwell Street will be well represented in summer. It looks like Detroit boys establish a beach head and also of 40-milers, Chicago also has a lot of them.

Other large city that pitchmen call home. In a way I think they are smart by not traveling. When they travel these days there's many of them. Most towns are closed, food is high, gas is high and sleeping accommodations are so high they are getting out of the reach of the cigar-box pitchman. That is why many have become 40-milers. They got fed up over being routed around.

Others have turned to chain stores and given up large percentage with a smile. At least in a store location, a pitchman without being molested by the police or some petty shakedown men, I remember, the old days in Detroit which Tom wrote about, the pitchman had to travel the streets there was Jack Halstead, with flunkies. His slick was much better than the flunkies and beloved Eddie Gillespie. Tom mentions the 100-milers knife sharpener. His partner was Bud and Sam Schoen and Red Strickland worked vagabond and hards. I worked cleaner for a quarter and gave them a bag full of slum free. On other days I worked Blackie Reed and Art Novotny, who Jack Russian, who Tony Hoy, Innamet, the Great Fredrick, molyrology, Gypsy Brown, med; Zemy Phillips, med; Joe Wal and Chesterfield, med and corn punk; Zeri Heron, dot and dash; Leroy Crandall, jam pitch; Old Man Yoder and his two ace med workers, none deceased, Young Cavanaugh, Radumac. The great Curley Bartok was breaking into the game with med; and Thelma Jacobs had med on the show; Ed Morris (fish) and his partner, Barnett, who now owns four department stores in Baton Rouge, La., was selling gummy, and Bedford had his penny and dime tricks doing terrible business. After the day's work was done everyone headed for the waiting tree near the Roney lot and really cut up the jackpots."

WHITNEY JOHNSON . . . is reported to be working from a keister in New Orleans to fair business.

LOCATION . . . of the Home Builders Show of Greater Cincinnati, always a big money spot for the pitchmen, was the event when it was held in the Queen City's Music Hall, has been switched to the Cincinnati Garden for its 1952 nine-day run which gets under way April 19. Interest in the event has soared to the point where all available exhibit space in the spacious Garden has been sold out. The show is D. Sharp, chairman of the space sales committee, announced Wednesday (2). He said the show has 150 booths, totaling more than 20,000 square feet, have been attracted for. Much interest has been manifested in the unique streamlined arrangement of the booths this year. Promoters of the show are predicting that this year's run will surpass the good business done in 1951.

"I'VE BEEN . . . plenty busy working in advance of our Nosh's Art Goss' show. Letters Mrs. Robert Noell from Nevion, Ga. "Our girl, N. J. McQuinn, has been playing with us. He's cute, but retiring. While playing with us a few nights ago, I learned the reason for his coyness toward us. He has just been out on top of his head which would indicate that someone handled him pretty hard last week. It will take a long time for us to overcome it. The weather seems to have broken at last. We have had some pretty high winds. When that tornado hit Arkansas it blew down our mainline screen but that was all the damage we suffered. Doc Little Beaver has visited us on several occasions. Georgia has been proving spotty and we'll soon be going up the line. We ran up to Al Hott at Calvary, Ga. The crew went to Dublin, Ala., to teach the Hagan-Wallace show. Velda Mae visited Marguerite Barton and everyone had a good time. We'd

like to read pipes here from Harry E. Moore, Phil Carroll, Tige Hale, Bill Said, Jimmie Ray, Chanda and Zed, Red Wilcox, Newtson and Doc Eling. We've run into a new development around here. Many of these towns are now an ordinance that reads that the rates for shows "from \$10 to \$100 per day" at the discretion of the mayor." Then when you check with them you get a flat refusal. They won't issue a license at any price. It sounds unconstitutional to me. To oppose the towns will treat pitchmen the same way, and also of them would be too small for members of the tribes and keister fraternity to play."

S. D. YOUNG . . . of the pitch circles and who once was known as the Button King of America and Miami's "Big Boy" Wilcox, was the subject of an interesting article in The Palm Beach (Fla.) Sun's March 28 issue. The article points out that Young's Button King cognomen was due to his publicizing and selling a certain kind of collar-button, a two-piece job which sold for \$1 a pair. He's now employed as a gardener and caretaker on a Palm Beach estate.

SAM JONES . . . and one of the country's most outstanding old-time jam pitchmen, died April 6 in an Imperial Valley, Calif., hospital following an illness of six weeks. A native of Tennessee, Jones at one time owned and operated his own circus and was well known as a showman. He had trouped with the Mighty Sheelley Wanderland, Con T. Kennedy, Doc Rogers and Sam Jones Bros. He went to the West coast about 15 years ago and made his home in Los Angeles. He had been a member of Pacific Coast Showmen's Association since 1946.

## OAK-HYTEX BALLOONS GET THE MONEY!

WORKERS AVAILABLE for these fast sellers

No. NM-10  
MULTI-COLOR ASSORTMENT INCLUDES  
Slim Jims  
Spirals-Nobbies  
Serpentines  
\$8.50 Gro.  
Plus shipping charges

Sold by LEADING JOBBERS  
The OAK RUBBER CO.  
RAVENNA, OHIO

Oak Balloons  
For immediate shipment  
Write for FREE CATALOG  
STATE NOVELTY CO.  
615 W. 5th St. Cleveland 13, Ohio

IDENTIFICATION BRACELETS  
Aluminum identification bracelets at low prices. Bands for identification, \$2.50 a gross. Bands for identification, \$2.50 a gross. Bands for identification, \$2.50 a gross. Bands for identification, \$2.50 a gross.

MAJESTIC NOVELTY CO.  
1012 N. 16th St. Milwaukee 5, Wis.  
PAPERMEN!  
ARE YOU INTERESTED IN SELLING GOOD FARM OR LIVESTOCK PUBLICATIONS?  
Something especially good in Western and Eastern papers. Write to HUFF PUBLISHERS SERVICE (Formerly Ed Huff & Son) P. O. Box 1798, St. Louis, Mo.

## There's Still Time...

to Cash-in On This Important Merchandise Buying Convention If You Wire, Phone or Air Mail Your Advertising Instructions

## Today!

The **Billboard** WILL BE THERE  
TO SELL MORE Premium, Prize, Promotional, Novelty, Gift and General Merchandise  
FOR YOU!!!

### SPECIAL MEMO TO ALL SPRING SPECIAL ADVERTISERS—

So many of the 300 Spring Special Advertisers told us to re-run that same ad that we're passing this along to you as a worthwhile suggestion. Simply check the box in the coupon below and Air Mail it TODAY!

Issue Dated April 26 • Advertising Deadline April 17 •  
PHONE • WIRE • or AIR MAIL the coupon today!



2100 Patterson St.  
Cincinnati, Ohio  
Phone 5-1111  
Plan 7-3000  
100 W. Randolph  
Cincinnati, Ohio  
Phone 5-1111  
300 Arcade, 34th St.  
St. Louis, Mo.  
Phone 5-1111  
For Details  
Write to:  
Billboard  
2100 Patterson St.  
Cincinnati, Ohio  
Phone 5-1111  
Plan 7-3000

### BOOTH 82 FALLING MARKET CHICAGO April 20-23, 1952

### FACTS with real meaning to YOUR SALES AND PROFITS—

- The Billboard is the only *top-leverage* publisher with real right at the important buying convention.
- The wholesale tobacco industry—jobbers, distributors and wholesalers—sell over \$300,000,000 worth (wholesale value) of the kind of merchandise every year including tobacco and related products.)
- They sell to 1,050,321 different retail outlets.
- The Billboard NATD Convention number sells them right at their own big buying convention.
- And remember—only a sell off of the thousands of buyers who make The Billboard their headquarters every week!

☐ Repeat my Spring Special Ad.  
☐ I understand rates are the same.

☐ Ad copy enclosed. Set it at my discretion to space to cost me \$.....

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_











## WON'T HELP GAMES

## NPA Sights First Copper Ease Sign

WASHINGTON, April 12.—For the first time in several months, the National Production Authority reported there was a slight easing in the drastic copper shortage.

## OPERATORS SHOW

## Bally Delivers The Champion, Coin Horse

CHICAGO, April 12.—First operator showings of a new mechanical horse were held this week by distributors of Bally Manufacturing Company, Jack Nelson, general sales manager, announced. Called The Champion, Bally's horse is an authentic version of a typical Western pony.

Equipped with a genuine leather saddle, reins, martingale and box type stirrups with extra loops for short riders, The Champion was designed with maximum safety and durability and operator service features in mind, Nelson stressed.

The Bally entry is built on an easily accessible base which occupies a floor space of 22 by 49 inches and is factory tested to withstand a weight of 300 pounds in the saddle. It is powered by a heavy duty ½ h. p. AC motor and plugs into any 110 volt outlet. The body of the horse is made of steel-reinforced plastic. Its base has rubber pads to eliminate creeping and protect floor surfaces.

Two Coins  
The Champion, 10-cent operated, has a National sign rejector which accepts either a dime or two nickels. It is regulated to.

(Continued on page 82)

## Miami Assn. Gets Hdqtrs.

MIAMI, April 12.—Amusement Machine Operators' Association of Dade County has established headquarters at 438 S. W. Eighth Avenue here and appointed Jimmy Bernic business manager.

Bernic announced AMOA board of directors meetings will be held at the group's headquarters but regular monthly meetings of the general membership will continue at the El Comodoro Hotel here.

German Frank, then president, retained as executive secretary at AMOA headquarters.

CHARITY WINS EVERY TIME a player steps up to a game or customers patronize vending machines and juke boxes in the current drive for funds for the 1952 Philadelphia Allied Jewish Appeal. Joe Ash, local distributor, is chairman of the coin machine division, and all branches of the Philadelphia trade have pledged full co-operation. Above (left to right) are Ash, head of Active Amusements, and two other drive leaders, Martin Seaver, owner of a vending machine firm and president of the Automatic Vending Machine Operators' Association of Eastern Pennsylvania, and Frank, Automatic Vending Corporation, of near-by Chester, Pa. The PAA, working with the Federation of Jewish Charities' Building Fund has earmarked the contributions for the Albert Einstein Medical Center.

age. This this development was welcomed with open arms by manufacturers of amusement games, there was little likelihood production schedules would be interrupted.

Paul Anderson, chief of NPA's copper division, stated the improved outlook was attributed to an increased flow of copper and brass and to bargains on unexpected change in the international situation, the situation would continue to rise.

Copper has been the tightest of the three metals covered by the Controlled Materials Plan. The other two, steel and aluminum are gradually reaching a point where government mobilizers are planning to decontrol them on a graduated basis.

## SHUFFLE LICENSE IMPEDED

## Chi Amuse. Game Struggle Begins Some New Chapters

CHICAGO, April 12.—The already critical situation in the amusement game operating industry here took several turns which this week appeared to offer even less opportunity of licensing games in the future. Most shuffle games, featuring the bowling theme, were running under injunctions covering this type of unit.

Among the happenings which altered an otherwise growing ray of outlook for the licensing of shuffle units were:

1. A ruling in Superior Court, Cook County, classifying a special type of shuffle game as being close enough to the old bagatelle and pigeonhole games as to be unlawful under a local ordinance passed in 1935.
2. A directive from the Chicago police commissioner to all precinct captains ordering them to inform locations that a list of 11 amusement pieces, whose individual temporary injunctions had expired had to be removed from their premises or be subject to confiscation.

As a result of developments several of the amusement game manufacturers hurriedly scheduled either closed meetings with their legal advisers or collectively met with their attorneys. No information on the progress of these was available, but all concerned agreed the situation had taken a turn for the worse and if some action was not taken immediately there would be few if any coin-operated games in

## Coin Intro's Fortune-Napkin Combo Machine

CHICAGO, April 12.—The Centime Corporation here has announced production of a penny-operated fortune telling unit equipped with paper napkin dispensers.

Compact in size, the unit has a capacity of 600 printed fortunes on 100 subjects. Inserting a penny, the player will receive a fortune which vends the fortune thru a slot, much the same way stamps are sold.

Because of the napkin feature, operators have been putting out the units in groups at individual locations, the manufacturer stated. Thus in a spot with as much as 400 units, it is feasible to place 12 units.

Centime officials reported that the units are being applied for its combination fortune telling-napkin unit.

## HOLD THAT LINE

## Scribe Learns Pin, Juke Cuts Education Nut

COLUMBIA, Mo. April 12.—Pinball games and juke in locations around the country are helping to hold the line against price rises. This fact was pointed up in a recent column by Irvin Robb of King Features Syndicate following a visit to her alma mater here.

Miss Robb dealt on the pro and con influence of pinball machines and music boxes in typical campus stops. She wrote: "Has any one ever seriously considered the effect of the pinball machine on higher education? Here, indeed, is a fertile field for any would-be student."

(Continued on page 82)

## Portland Pin Biz Nearing Normal Tempo

PORTLAND, Ore., April 12.—Following more than three months of confusion over the legality of amusement games in Portland tavern locations, the amusement business is slowly approaching normal. Mix-up stemmed from.

(Continued on page 82)

## SHUFFLE GAMES AID 2 GROUPS

CHICAGO, April 12.—Merit Industries this week donated 500 units of shuffle games to the Coast Guard Station and Temple Or Old Osh, both on the South Side here.

In accepting the game for the Or Old Osh congregation, it would make a welcome addition to the temple's recreational facilities for the younger set.

Miss Robb dealt on the pro and con influence of pinball machines and music boxes in typical campus stops. She wrote: "Has any one ever seriously considered the effect of the pinball machine on higher education? Here, indeed, is a fertile field for any would-be student."

(Continued on page 82)

## AESOP WAS RIGHT

## Gary Operator Had No Home, So Builds One

GARY, Ind., April 12.—More than 23 centuries ago Aesop wrote: "If you have a thing to do, do it, do it yourself!" And Joe Scheck, local amusement game and music specialist, is proving that the saying still goes.

Like many veterans, Scheck was to return to his home town in 1918 after the end of World War I but had little luck in finding a place to live with his newly born family. He and his wife, Bernice, spent most of their spare time looking for that "dream home" but every time the stiff price tag virtually left them out in the cold.

## Independence Day

The Aesop part of the story came into being July 4, 1949, when the Scheck baby was born. On that day, Joe started the first big step toward his expanded family's in-

dependence and went to work on building his own home. A couple of years passed, he had purchased a lot overlooking Gary Beach on Lake Michigan and opened his first residence.

When he started, the situation appeared almost ridiculous for the

(Continued on page 82)

## Revive Keeney Shuffleboard Conversions

## Start Cig Penny Insert Delivery; Open House Set

CHICAGO, April 12.—The 4-Way Bowler conversion for 22-foot shuffleboard is being produced in quantity, Paul Huebsch, sales manager of J. H. Keeney & Company, Inc., announced. He started first deliveries on an improved penny loader for cigarettes.

The conversion machine, a regulation longboard, a typical four-pocket shuffle game, is attached to one end of the playfield, has a left side puck return chute, 20-30 scoring and is on time play for each player. Huebsch disclosed the new release was based on operator demand in several Midwest and Southern States.

The new loader inserts from one to three pennies in a pack, operates electrically and is fully automatic. It is of strong construction, built right in weighing and easily portable. The Keeney inserter is known as Model 52.

Plans Open House  
Keeney is making elaborate plans for three pennies in a pack, running concurrent with the National Association of Tobacco Distributors annual convention in New York City. The 1952 convention will be held at the Palmer House Apartments. Huebsch stated that Keeney is not exhibiting, as the show because it not only wishes to show the new release but also its TV receivers, game and conversion units. All coin-operated units made by Keeney will be on display at the plant, 2600 West 50th Street here, and food and refreshments will be served during the four days.

## Calendar for Coinmen

- April 14—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building Washington.
- April 14—Wisconsin Phonograph Operators' Association, monthly meeting, Milwaukee.
- April 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- April 17—Progressive Music Group, South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.
- April 20-24—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.
- April 21—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Bell Restaurant, Baltimore.
- April 22—Western Vending Machine Operators' Association, monthly meeting, Union Life, Los Angeles, Calif.
- April 22—Automatic Music Operators' Association, Inc., monthly meeting, Music City, Nashville, Tenn.
- April 28—Phonograph Owners' Association, South Jersey, monthly meeting, East St. Louis, Ill.
- April 29—Central Association of Music and Coin Machine Operators, monthly meeting, 621 Main Street, Peoria, Ill.
- May 3—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
- May 6—Westchester Operators' Guild, Inc., first annual banquet, Bill Roberts Restaurant, Rockford, Ill.
- May 6—Central Association of Music and Coin Machine Operators, bi-monthly meeting, Bellville Hotel, Kansas City, Mo.
- May 8—Michigan Automatic Phonograph Owners' Association, monthly meeting, Melrose Buick, Detroit, Mich.
- May 8—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- May 8—Summit Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- May 8—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington, D. C.
- May 13—Automatic Phonograph Owners' Association, monthly meeting, 1500 Glenview, Glenview, Ill.
- May 13—California Music Operators' Association, monthly meeting, 311 Club, Oakland.
- May 15—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.
- May 14-15—Music Guild of Northern Illinois, monthly meeting. Site to be announced.



# Predict 12,000 Attendance At NATD Chicago Meeting

Record 425 Firms in Trade Show; Vending Portend a Prime Topic

NEW YORK, April 12.—Well over 12,000 members of tobacco, candy-confectionery and allied industries are expected to attend the 20th Anniversary Convention and Merchandising Fair of the National Association of Tobacco Distributors at the McCormick Hotel, Chicago, Sunday (20) thru Saturday (21) afternoon. (20) Attendance quoted is considered a safe guess, since the NATD has experienced the largest advance registration in the industry-meeting's history. The Merchandising Fair, an affiliated feature, has likewise garnered the largest number, 425, of exhibitors it has ever received. The Billboard, and its affiliated publication, *Week*, are the only trade publications to be represented by an exhibit booth, No. 82.

A feature of the week-long convention is NATD's increasing recognition of vending as a distribution medium, the Tuesday morning (22) workshop-for-

um, scheduled to tackle the distribution questions—such as the Wholesale Tobacco Distributor Avail Himself of the Expanding Vending Market? But, as revealed by the results of a 100-questionnaire spot survey (The Billboard, April 12), the vending shop-form attendees will view (which is Preferable: A Vending Machine Operation as an Independent Company, or as a Subsidiary to the Parent Company? "Are Cigar Vending Machines Practical and Desirable?" Questions about soft drinks, candy, ice cream, sand-

wich and other type of dispensing machine questions—will be the most effective method of commission payments.

Also not scheduled for specific discussion, much attention is expected to be devoted to the issue of direct sales of equipment versus route operation. Adherents of both methods of points of view will be represented at the confab. Manufacturers exhibiting will include suppliers of both markets.

Vending equipment manufacturers, who have contracted for booth space at the Merchandise

(Continued on page 82)

## 7c Coffee Vendors Gain Ground in Chi

CHICAGO, April 12.—About 40 per cent of all coffee vendors here are now selling at over a nickel, with 7 cents the leading cup price for such equipment.

At a plant, local operators revealed that while the nickel cup of coffee continues to lead the field, the market is steadily divided. "We're Too," it was pointed out that coffee vendors continue to remain the single successful exception to the nickel operation of major type equipment in industrial locations. Plant management, operators declared, does not seek increases in domination percentages when the nickel coffee "standard" is abandoned. The higher cup price itself returns better location conditions, grosses than the 5-cent drink without upping the percentage, they felt.

Initially, odd-cent pricing of coffee was thought by many experienced operators to have a possible kick-back not on the copper-cup basis but on the plant workers' change-in-pocket factor.

After buying two, three or more cups during the day, it was felt that the plant employee would grumble over his accumulation of pennies, amounting to six, nine or

more. However, sales of 7-cent coffee in industrial spots did not bear out this too-many-pennies change thinking, it was found.

Pointing up the swing away from nickel in plant areas, chocolate this breakdown in price ratio for individual routes. For example, the nickel coffee is sold with the equipment set for 70 cents, 5 per cent profit, 10 per cent for 10-cent and 2 per cent for 6-cent coffee.

As the whole, Chicago operators have converted routes to 7-cent operation to one of the following device: 50 per cent, 50 per cent, 50 per cent or 15 per cent. Bulk of the remaining vendors, however, remain at the nickel price.

## BAKED SWEETS

### Milw. Routes Up Cookies as Vender Fare

MILWAUKEE, April 12.—Cookies are playing an increasing part in many vending operations here, a check of local routes indicated this week, a trend looked on added significance during the past several months when a number of operators added the baked goods packs for the first time.

West Allis vendors, for instance, are selling cookies in about 50 per cent of their locations. Not a week ago, stated the trend results, with cookies were realized when they were spotted along with coffee or other beverage equipment.

In a location does not have a beverage vendor, Novak's stocks only one of the columns in a vending machine with cookies.

While Novak reports there is no major increase in cookie volume over that of a year ago, compared with the sales results when they began using cookies three years ago, the sales level growth has been "very pleasing."

Novak, and a number of other operators contacted, intend to continue vending cookies but declared they would like to see "something really new added to the line of cookies on the market." Primarily, they said, they were looking for something new that "would go better with coffee."

Another Milwaukee operator, Henry Geiger of Geiger Automatic Sales Company, claims he has been seeing sales results in vending over the past year. He intends to continue using crackers, but will start carrying a variety of cookies in the near future, mainly in locations where his firm has coffee vendors.

## ANNOUNCE FIVE NAMA AREA MEETS FOR APRIL

CHICAGO, April 12.—National Automatic Merchandising Association announced the dates this week of five area meetings scheduled during April. As released by H. F. Maloy, NAMA membership director, they are:

April 15, Richmond, Va., Hotel Jefferson. Meeting of Area III, comprising the State of Virginia, Marcus B. Kaplan, Virginia Cigarette Service Company, area chairman.

April 17, St. Louis, Park Plaza Hotel. Area VIII D, comprising Eastern Missouri and Southern Illinois. E. R. Barnes, Burns Sales Company, area chairman.

April 18, Atlanta, Dinkler-Ansley Hotel. Area IV C, comprising the State of Georgia. W. H. Cutcliffe, Cigarette Service Company, of Atlanta, area chairman.

April 22, Miami, Saxony Hotel. Area IV B, comprising the State of Florida. John F. Saxson, Ace-Saxson, Inc., area chairman.

April 28, New Orleans, Roosevelt Hotel. Area IV D, IX B and IX C, comprising Mississippi and Louisiana. T. A. Vaughn, New Orleans Cigarette Service Corporation, area chairman.

All meetings will start at 8 a.m., with the exception of that in St. Louis, which will start at 6 p.m.

## JAVA VENDERS FOR JAPANESE

TOKYO, April 12.—Coffee and cold drink vendors have been invited to Japan by the largest railroad stations in Japan by the Far Eastern Railway Company. But because paper money is the common form of legal tender, rather than metal coins, special slugs have been made up by the vending company. The slugs are sold at each location by girl attendants who also act as customers in operating the vendors.

Far Eastern also reports operation in Okinawa and in the Philippine Islands. Indications are that the people of both countries are becoming good vending machine customers, the company states.

## Austin Readies New Tape Pack

BALTIMORE, April 12.—Austin Packing Company is developing a new cookie package with an easy-opening tape. Ernest H. Fox, president, stated the new tape will be a "first" for nickel cookie vending machines.

Austin, which introduced three new cookie lines during the past year (granola wafers, chocolate waffles and macaroons) reports a 15 per cent increase in current year demand compared with that of a year ago, and a 25 per cent increase over that of two years ago.

Fox said that point of sales pressure material, in the form of pressure stickers which call attention to "fresh cookies," is being used in vending machines. The firm's 100 count pack cookie line ranges in price from \$2.30 to \$2.60 f.o.b.

## CONTRACT USAGE GROWS Cig Ops Find Written Agreements Good Biz

CHICAGO, April 12.—Written contracts are the rule rather than the exception between cigarette operators and their vendors, reversing the situation of three years ago. This fact is pointed out by Fred Chas. Brundage, legislative counsel for National Automatic Merchandising Association, in a feature article in the April issue of *Vend*, sister publication of "The Billboard."

The article is a sequel to Brundage's three-part series in *Vend* three years ago. The story cites reasons why written contracts are good business on cigarette routes and carries a model contract drawn up by the average tobacco bacco operator.

Obvious advantages of the written contract have tended to increase its use. These include: Clarification in the mind of the contracting parties regarding duties and responsibilities of the operator; a better impression on the new location; reduction in number of disputes between location and operator and a better understanding of the vending business by the location owner; also tends to prevent the location salesman from over-selling and possible disappointment on the part of the location owner.

Mr. Magic Cure. "A written contract is not a magical cure for the disease of the tobacco business," Brundage pointed out. "Only if it maintains the highest possible standards of service can he be certain of keeping his accounts happy and his business intact and profitable."

"Sometimes it becomes important to an operator to be able to establish ownership of a cigarette vendor. This is best accomplished by the written contract. A second effective method of establishing ownership of a machine is a chattel mortgage."

"Today, the question no longer seems to be, 'Should I use a written contract?' but rather, 'What form of contract should my written contract cover?'"

Brundage reviewed the model contract. (Continued on page 82)

## Wis. Cig Ops Prepare Visual Education Meet

Use NAMA Slides To Show Correct Route Procedures

MILWAUKEE, April 12.—Members of the Wisconsin Cigarette Operators' Association will take part in a new type of visual education program during their meeting Sunday (20) at the Wisconsin Hotel. Sparked by George Geiger and Nick Novak, officers of the trade group have prepared a program featuring a series of slides prepared by the National Automatic Merchandising Association which will demonstrate right and wrong methods of vending machine.

Slides will illustrate various techniques of machine placement, salesworthy hand displays, color dynamics and personnel instruction. After each series of slides have been flashed on the screen, panel discussions will be held with a panel of experts bringing out pertinent points.

The program was planned by Geiger and Novak following their meeting recently in Chicago with representatives of the trade group will be watched by NAMA with considerable interest, since it will mark the first time that similar series in other areas.

NAMA treasurer, Bill Fishman, is expected to attend the meeting to observe the results and lend a hand with the proceedings. A large turnout of operators is expected since the meeting falls on the same date as the National Association of Tobacco Distributors' convention in Chicago and many operators are expected to attend to make the Milwaukee meeting their first stop before attending the tobacco confab.

## Kiley Readies Penny Tester

CHICAGO, April 12.—Bernard J. Kiley Jr., head of Airport Vending Service, is preparing to introduce a new penny tester. Developed to eliminate costly service calls due to jamming of defective machines, the tester used on his own coffee equipment, Kiley feels there is a general market for it.

The tester consists of four long lines in which pennies are loaded by hand. The operator simply actuates the slide ejector at five times the speed of standard penny refunder operation. It provides for attachment of standard refunder tubes below the ejectors so that all usable pennies are loaded automatically into spare change.

Yonkers also has appointed a sales agent by Jackson Electronic Machine Company for its penny refunder.

## NAMA Snow Space Near Sellout; List Exhibits

CHICAGO, April 12.—National Automatic Merchandising Association announced this week that the entire fourth floor exhibit hall of the Fairmont House and over half of the display rooms on the seventh floor have been sold for the sixth annual convention and exhibit September 14-17.

"Also space sales are ahead of previous years, many desirable locations are still available," John Mill, vice-president of Rowe Manufacturing Company, chairman of the 1952 NAMA exhibit sales committee, reported. Serving on the exhibit sales committee are Frank J. Bradley, Harold Cummings, Dave J. Davidson, D. D. Dayton, J. B. Edwards Jr., J. F. Foster, Herb A. Geiger, J. H. Geiger, J. H. Kiley Jr., Tom King, D. C. Moore and John Perio.

Announcing the latest expanded list of exhibitors, general chairman of the convention and exhibit Ernest H. Fox, president of Aus-

tin Packing Company, declared: "Hotel reservation forms have been sent to all members and the response indicates attendance at the NAMA '52 convention will exceed that of previous years."

Under terms of equipment, the NAMA exhibitor list follows: Bakeries: Austin Packing Co., Inc., Baltimore; Federal Manufacturing Company, St. N. J.; Gordon Foods, Inc., Atlanta, and National Biscuit Co., New York.

Beverage manufacturers: Canada Dry Ginger Ale, Inc., New York; The Coca-Cola Company, Atlanta; Root Beer Co., Chicago; Dean Milk Co., Franklin Park, Ill.; The Coca-Cola Bottling Co., Philadelphia; Maxwell House Division General Foods Corp., Hoboken, N. J.; Nehi Corp., Columbus, Ohio; Crush Co., Chicago; Pepsi-Cola

(Continued on page 82)











## UNION 5-1119 • LONGacre 4-115



# Operators by Hundreds Block To View New Wurlitzer Jukes

Gala Showings Staged by Distributors; Interest High on Mixed Disk Play

CHICAGO, April 12.—The Rudolph Wurlitzer Company's new 184 selection juke box debut drew operators by the hundreds to gala showings staged by distributors country-wide. Two models, known as the 45 and 45-45, were shown, and a seven-inch single button 104 selection wall box was shown. Comment, centered stage new mechanical features which make possible the playing of 7-inch 45 r.p.m. and 10-inch 78 r.p.m. records intermixed.

Automatic adjustment to the proper record speed is attained as the phonograph's turntable shaft rises to pick up a record.

Because of the different sized center holes in 45 and 78 records, the new juke box automatically adjusts the speed.

At the same time, thru "linkage" mechanism, automatic adjustment compensates for the volume difference between 45 and 78 r.p.m. records as well as the proper tone arm feeding for the different sized disks. Sixty-five r.p.m. records also are recorded some 6 sound decibels lower in volume than 78's. Depending on how high the turntable shaft rises, a switch modulating that volume is cut in or out.

The machines also feature two vertical record stacks, twin tone arms, a four-section title strip

panel and a coin box doubled in size. When the plexiglass dome is raised, a special rod is snipped into place to prevent the dome flaps from swinging open.

Following is a spot round-up of showings by various Wurlitzer distributors across the nation:

(Continued on page 87)

## Rock-Ola Exec Voids Rumors

Firm to Fold

Bacon Says Firm Has Long Range Consolidation Plan

CHICAGO, April 12.—J. Raymond Bacon, executive vice-president of the Rock-Ola Manufacturing Corporation, emphatically denied Friday that there was any Rock-Ola pending rumors that the firm was going out of business.

The rumors cropped up recently when the firm announced the public auction of some equipment (The Billboard, March 25) and again this week when the firm advertised for rent three floors of its six-story building.

Bacon asserted there was "no truth" whatsoever to the rumors. Rock-Ola definitely is going to continue in business, he said.

The space for rental, Bacon said, is the second phase of a long range program of consolidation which.

(Continued on page 87)

## Northern III. Ops Change Meeting Dates

CHICAGO, April 12.—A change in meeting dates was agreed upon at the monthly gathering of the Chicago area Music Operators' Association Wednesday (11) at the Hapsburg Inn near suburban Des Plaines.

Bob Lindelof, president, said some 17 members attended the session and it was decided that future meetings would be held on the second Thursday of each month. In line with this new policy, the next meeting tentatively was set for the 16th—Tuesday, May 6, at the Hapsburg Inn, on Thursday, May 6.

The purpose of the meeting was given over to a discussion of the new Wurlitzer juke box, Lindelof reported.

Andy Hesling, of the A. H. Entertainers, of the A. H. Entertainers, who just returned from the Music's pleasure trip to the West Coast, reported on how he found music conditions among operators along his route of travel. He said that standards of juke box operations among the operators were not on a par with those in the Chicago area. Many, he said, expressed a desire for dime play and that those operators who already had it expressed no interest inasmuch over the higher price per play.

## CPMA Monthly Meeting Postponed

CLEVELAND, April 12.—The monthly general meeting of the Cleveland Phonograph Merchants' Association was postponed this week until Thursday (17). However, an executive committee meeting was held (8) at Hotel Hollenden here.

The board meeting was chaired by J. Ross, president of the Music Company, in the absence of Jack Cohen, association president who is vacationing in Florida. Ross has requested after recent surgery.

## MIAMI OPERATORS GIVE 5 JUKES TO NEEDY GROUPS

MIAMI, April 12.—Willie Blatt, president of the Amusement Machine Operators' Association, of Dade County, announced this week that five reconditioned music boxes had been donated to worthy organizations in line with an AMOA campaign launched recently (The Billboard, March 23). With the machines in groups of five, they will be used up.

Another batch of five will be given away in the near future, Blatt said, and one already has been promised to the Sun Ray Music Association Youth Service Unit, Miami.

Gift machines so far have gone to the Sisterhood of Zamora Jewish Center, Coral Gables; Miami Convalescent Home for Negroes, South Miami; St. Joseph's Hospital, Center, North Miami; Dade County Youth Hall for Delinquents, Miami; and Flagler Granada Jewish Community Center, West Miami.

Project is being carried out thru the co-operation of AMOA members and Jack Bell, Miami Herald columnist, who is soliciting applications from needy organizations. The requests are turned over to an AMOA screening committee, with Blatt's recommendations, and the final decision on where the boxes go is made by that group.

The program has drawn favorable comment from leaders in the area, including Judge Walter B. Beckham, of the Juvenile Court.

## 150,000 45 R.P.M.'s For Juke Use in 1952

• Continued from page 18

disks on the same unit. H. C. Evans has started production on its 45-selection 45 r.p.m. unit, and plans output on a 100-selection machine later this year. Those of the Evans Jubilee line are on location before the end of the year.

Rock-Ola is in production on its 45 r.p.m. unit, and more than 1,250 are already on location with the demand growing steadily, according to Art Weinand, vice-president and director of

Joe Cohen, sales manager. Ritecasters, Inc. reports that more than 50 percent of the firm's sales are 45 r.p.m. and non-selective models are now on location, and the demand here is growing steadily. According to estimates from the various manufacturers, there are currently about 35,000 45 r.p.m. machines on location thru-out the country—and this figure will be expanded considerably before the end of the year, with most guests now calling for at least twice that figure to be in use within the next 12-month period.

**Regional Problems**  
While diskeries have increased their distribution sharply, making it feasible for the juke box operator to switch to 45 r.p.m., and thus take advantage of the many savings entailed, there are still problems existing for some phases of the juke box industry.

An example are operators located in the South and Southwest where Western and country music plays a big role in the programming of a juke box. Hill-billy and B. B. C. recordings are still hard to find in some localities, and operators depending on this type music to keep their machines are holding to the 78

r.p.m. speed. In the export field, the juke box market reports little interest as yet in the new speed, with practically all their shipments on the 78 r.p.m. level. Within are exceptions, of course. Ritecasters is now doing a big export business thru Trans-World Trading, Joe Caldon, head of the export firm, however, also ships records to serve the jukes he exports.

**Future Bright**  
With Seaburg, Wurlitzer, Evans and one new photo, not yet on the market, all offering 100 or more record level, within are exceptions, of course. Ritecasters is now doing a big export business thru Trans-World Trading, Joe Caldon, head of the export firm, however, also ships records to serve the jukes he exports.

One other important factor in this switch to 45 r.p.m. is the juke replacement picture. Many operators are being induced to get their present equipment becomes obsolete, they will replace the old with the new. As for 45 r.p.m. machines—and post-war jukes will begin to hit the market in large quantities next three to five years.

In addition to the economy of operation, and the reported better wearing qualities of the disks, operators list as reasons for the move to 45 r.p.m. the ease of moving the smaller records to locations and the easier handling of the donut platters in servicing and, probably equally important, the smaller size of the storage space saving possible in the smaller, more compact records.

## MOA's Miller Backs Fair Trade Proposal

LOS ANGELES, April 12.—George Miller, president of the California Music Guild and the Music Operators' Association of America, said he would support the (9) as favoring an act now pending in Congress which would be mandatory for States to recognize fair trade agreements. Support for the measure was pledged by 90 percent for the bill, written in part by Congressman George P. Miller, Oakland, Calif., the music men's headquarters.

The music groups' president was a featured speaker before a meeting of the directors of the California Music Guild Association at the Congress Room of the Biltmore Hotel. About 75 people attended the noon session, presided by the Coca-Cola Company.

W. C. Miller, a "Coke" man of the Bryson Bill. He pointed out that the tavern owners had waved a red flag in the past, but in the fight against this legislation. He urged closer contact between the music men and the tavern owners on the basis that many of their problems were identical. While

paying tribute to Ray Adams, president of the California Music Guild, Miller pointed out that trade associations should be careful not to weaken their real strength—the individual operator.

In addition to Miller, addresses were made by Charles Jenks, vice-president of the New York Retail Liquor Dealers Association; Rocco B. Bunnio, National Licensed Liquor Dealers Association; William Bonnell, California State Board of Equalization, and John Bonnell, California State public relations department.

Following the meeting, which was held at the Biltmore Hotel for the tavern group, Miller left for San Diego, Calif., to discuss the problem regarding the OPS stand on 10-cent phonograph play. He said attorneys had been retained by the music men to fight in the matter.

The tavern association adopted a resolution protesting the extension of price controls beyond June 30.

## Juke Makers Find Good Biz in Exports

CHICAGO, April 12.—A survey of juke box manufacturers this week found that the export market for other segments of the industry, all have found the export market for juke boxes a lucrative and important avenue.

Spokesmen for the firms termed the foreign field as "interesting" as well as profitable. Almost all

described their business in this area for the past year as "excellent." The firms reported that the coming year to be at least as good, if not better.

At the moment of Commerce export figures for 1951, which were released recently, showed that juke box exports topped the \$3 million mark for the first time since 1947. In that year the Canadian market closed due to local shortages and it did not return to a position of importance until early 1951.

### Dollar Availability

The three-year blackout in the Canadian highbail market was most of the spokesmen termed as their greatest difficulty in shipping abroad—the availability of dollars and exchange and import controls exercised by foreign governments. It was for this reason that most of the manufacturers interjected note of caution in their optimism for the coming year. The foreign market depends on so many factors, reported around dollars and controls, that accurate predictions are almost impossible.

Markets can close overnight as in the case of the Philippines and now South America. It is feared in the sudden shortage of dollars or other internal problems could cause the imposition of prohibitive controls.

Conversely, these markets may open up.

(Continued on page 26)

## Sidney Levine Testimonial Set by AMOA

NEW YORK, April 12.—A testimonial dinner honoring Sidney H. Levine, counsel of Automatic Music Operators' Association, Inc., New York, will be staged by that body at the Belmont Plaza Hotel here Tuesday night, June 10.

Robert S. Denver, AMOA president and chairman of the testimonial, said the affair was planned in recognition of the services rendered by Levine, who had served as counsel for the association since its inception.

Tickets are priced at \$25 and the association is receiving reservations. The committee serving with Denver is made up of all members of the board of directors.

## Wash. Guild Elects Execs

WASHINGTON, April 12.—Leonard Abrams, was re-elected president of the Washington Music Operators' Association here last week. Election meeting secretary-treasurer, who was returned to office for another year.

WMO's new vice-president is Charles Bowles, who succeeds Teddy Crawford.

Abrams in thanking the members for their confidence in him, the guild would continue its full effort to increase membership and for the good of the industry as a whole.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the general music and other departments up front in this issue of The Billboard are:

**SLIM HOPE FOR JUKE BILL NOW.** House recesses until May 22, cuts chances of action. **MULE DENTISTRY** will hold its 15th anniversary party Tuesday evening, April 29, at the Hotel Cosmopolitan here.

**Dinner** and an entertainment program followed by dancing will feature the evening, D. M. Steinberg, executive director of the association's fund raising and that it is needed to offset with no ads or program book scheduled.

**First** and last general meeting, Edward Burg, of Runyon Operating Division, was elected to fill the vacant post of vice president.

And other informative news stories as well as the Honor Roll of Hits and pop charts.



→ stay

→ **RIGHT**

→  
→  
→  
→  
→

**simple  
dependable  
playable  
economical  
superior  
adaptable  
beautiful  
easy to buy**

DON'T BE LEFT . . . . . →

→ **STAY RIGHT - Get Model "D"****AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E. Grand Rapids 2, Michigan



## JUNKING, PRIVATE SALES

Old Jukes Disposed  
2 Ways in Portland

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-'47. Distributors have dealt with the problem in various ways, including regular programs of junking such equipment for the good of the industry. Here is the second in a series on how distributors around the nation have been handling the problem.

BY BUFORD SOMMERS

PORTLAND, Ore., April 12.—Removal of wornout juke boxes from the operation field, which in the past has posed something of a problem, now generally follows two avenues in the Portland area:

1. The machines are taken out of circulation thru party room sales or a junking program.
2. More antiquated machines probably are removed thru party-room disposal to private persons wanting automatic music for their rumple rooms than thru any other method.

One large distributor disposes of virtually all of his obsolete

machines obtained thru trade-ins by this method. "The coin chutes of the machines are removed and the juke becomes a free-play box worth up to \$100."

Junking of machines, the second method, proceeds on a careful basis. A strict policy of junking done only by a distributor generally is observed now.

If a traded-in machine is to be junked and the shipping distance from the operator to distributor is distant, a representative of the distributor generally witnesses the machine's destruction in the operator's locality. In past years, distributors frequently have found "junked" machines subsequently re-offered again as trade-ins.

## Flexible Yardstick

The yardstick for such junking is flexible, but money-wise it might be said to be very machine of less than \$50 trade-in value. However, other factors enter. If new machines are in short supply, distributors will back away from wornout equipment for trade-ins. Junking also depends on what is required to make an obsolete machine salable. If scarce parts are involved, the machine generally gets the ax. But if a distributor's workshop can rebuild the machine, it usually can be seen on location the next week.

Next week, Hal F. Reeves reports on the policy of distributors in the Detroit area toward obsolete juke boxes.

## Shuffle License

Continued from page 18

ment-units was a technical move. The games previously had been covered by temporary court writs. All of these pieces had been out of production for a long time. Late model units introduced in the past few months, apparently will be allowed to run pending court action on them or until the temporary writs covering them also expire.

NEW 1500 JUKE  
GETS A SWIFT  
PLUG IN MIAMI

MIAMI, April 12.—The new Wurlitzer 1500 model juke box got a fast plug here last week.

Thousands of spectators saw the firm's familiar emblem whirl around the Opa Locks Speedway.

The emblem and the words "Bush Distributing—1500—Miami, Jacksonville, Havana" were painted on the side of a racing car belonging to Gordon Woolery, 49-year-old auto mechanic for the Bush firm.

Woolery, a veteran racing enthusiast, was sponsored in his current creation by his firm. The speedster, dubbed the "1500," failed in its initial start last week when it became involved in a pile-up.

However, Woolery was to race his car again today competing with 40 others in a 50-lap feature race for a purse in excess of \$2,000. His wife, Josephine, also is a speed car enthusiast and competes in the women's division at the Opa Locks track.

## Hold That Line

Continued from page 19

Ph.D. in search of a thesis. "I have been thinking of little else since my return to Columbia, home my alma mater, the University of Missouri. It is just possible that with the aid of this modern educational adjunct, the pinball machine, I might have graduated summa cum laude in 1904 instead of cumma cum get it while the math prof looks the other way.

After all, this is the machine age, and I was not too surprised to discover the greasy spoon had added a juke box since my day. But the old gathering place has been holding its own against inflation. A hungry covey can still get a cream cheese sandwich for 15 cents and 20 cents still buys a sandwich of genuine butter and jelly."

Shaffer Music  
Shuffles Staff

COLUMBUS, April 12.—Joe Flynn was appointed general sales manager of the Shaffer Music Company, Seeburg distributors here, this week, it was announced by Ed Shaffer, president.

Flynn, formerly manager of the firm's Indianapolis office, now returns to the home office here. Shaffer also said that Gene Ford was named manager of the Indianapolis office with John Stockdale as assistant manager. Jim Paschy will be the Shaffer representative in the Indiana territory formerly covered by Ford.

Southern Illinois  
Op Meet Postponed

EAST ST. LOUIS, Ill., April 12.—The monthly meeting of the Music Guild of Southern Illinois, originally scheduled for Wednesday (9), was postponed, because of Holy Week, to Wednesday (16).

Principal business, according to Roy Kaesberg, president, will be local taxation problems. He said the group intends to start planning on ways to meet these problems when they arise at the end of the year. It is hoped that a full plan of action will have been prepared by September.

## Operators Show

Continued from page 19

start at low speed for rider safety and the gait can be increased by tension on the reins. The coin chute is in a unit called the "Hitching Post," located at the right of the horse at a convenient level permitting the rider to insert coins while in the saddle.

One of the important developments in recent coin machine history, the mechanical horses have become known as door operators for new types of locations. The coin-operated equines have been particularly successful in drug, department and dime stores, transportation terminals, supermarkets, arcades, fairs, traveling shows and a variety of related stops.

## Aesop Was Right

Continued from page 12

site was on a hill, 100 feet from where a car or truck could reach. Every bit of the construction material had to be carried up the hill but Scheck's combat experience in Guam, the Marianas and other parts of the South Pacific convinced him nothing was impossible. So he started digging square trenches and week-ends working on his building home.

The Schecks have been living in their custom built residence a few months, after final details were not completed before midsummer. It has eight rooms, two baths, two fireplaces and a wide variety of extras which are possible only if one does the work or has unlimited capital. He personally did everything but the plastering and even there he was the one to haul the plaster up the hill. Scheck purchased the building plans for \$5 from a national magazine but with valuable suggestions offered by his wife and father devised many of his own features. The Schecks not only have the home they want but the estimated value is in excess of \$25,000. It cost but \$12,000.

As he reviews the past three years on the construction job, Scheck says it was hard work but he enjoyed it. He says he was lucky to have his varied coin machine experience, plus his knowledge of electricity and handy man know-how acquired in the Army. He was in the Signal Corps and there were times when improvisation was the only way to complete a task, the correct handling of which often meant the difference between safety and danger for him and his buddies.

Scheck, now 29, prior to the war was a service and repair man for operators in the Gary area. After the war he became a partner in an operating company and the past two years has been on his own. His firm is called Gary Phonomatic and specializes in shuffle games and juke boxes. He credits the steady growth of his routes and his income the past two years with the encouragement received from First Distributors, Chicago. Scheck states that First's owners, Wally Finke and Joe Kline, knew some of the intricacies of going into business in these times because they launched their company in the postwar period.

## Hand in hand for profit!

DOUBLE YOUR PROFITS  
WITH THE  
"PROFIT-TWINS"

the all star

ROCK-OLA

RMC

the all star

profit twins

BOTH: PERFECTLY MATCHED AND  
DESIGNED TO HELP YOU  
MAKE MORE MONEY

Both Have: Single Button Selection

Both Have: Coin Accumulator and Multi-  
Selective Choice After Coins are Deposited

Both Have: Dual Title Strips for Easy  
Program Servicing

Both Now at Your Rock-Ola Distributor

ROCK-OLA 50 SELECTION 3 TONE  
UNIVERSAL WILL RUN  
MODEL 1542

ROCK-OLA  
SUPER DIKETA  
50 SELECTION  
PHONOGRAPH  
MODEL 1434

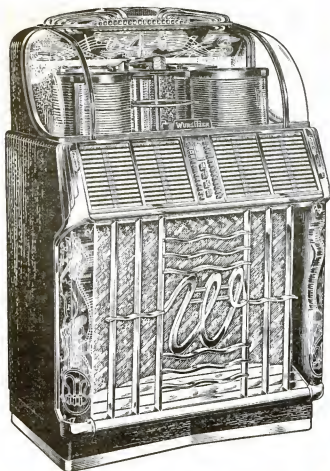












## THE WURLITZER FIFTEEN HUNDRED

**SAVES YOU THE PRICE OF  
AN ADDITIONAL PHONOGRAPH**

**ENABLES YOU TO USE YOUR  
ENTIRE RECORD LIBRARY**

**HELPS YOU REGAIN CONTROL  
OF YOUR BUSINESS**

**The Rudolph Wurlitzer Co.,  
North Tonawanda,  
New York**

**104  
TUNES  
and  
4578**

**RPM RECORDS  
INTERMIXED**

**Why Buy  
Two When  
ONE  
Will Do?**







[illegible]

**FIRST--where the OPERATOR is Always FIRST**

**(SHUFFLE GAMES)**



**NEW KEYNEE'S SUPER Deluxe League Bowler**

OPERATES ON "TWO" COINS  
COIN "OUT" ONLY  
NO "BANK" NO "STRIKE"  
NO "RETRY"  
**SPLITTING TWIN ADAPTATION**

[illegible][illegible]

DE LUZ ROWLER.....	45	15	POKER & JOKER.....	55
DE LUZ SNIFFER.....	45	15	SHUFFLEBOARD.....	55
<b>KERNY</b>			GLIDER.....	20
810 LEAGUE.....	55		CARP-CARP TESTER.....	18
ROWLER.....	55			
LEAGUE ROWLER.....	55		<b>SHUFFLEBOARD</b>	
810 RING.....	55		<b>CONVERSIONS</b>	
LUCKY STRIKES.....	35		<b>RECONDITIONED</b>	
			4 PLAYER MATCH.....	350
			3 PLAYER ROWLING.....	350
			CRAMP.....	135

<b>MURPHY POP</b>	
You Pick.....	55
POP CORN SE.....	55
CANDY KING.....	35
BALL GUM-New	10

**FIRST DISTRIBUTORS**

Wally Fakku & Joe Kling

[illegible]

<ul style="list-style-type: none"> <li>Major Leagues . . . \$1.50</li> <li>Star Wars . . . .49</li> <li>Marlin . . . . .49</li> <li>Chewbacca . . . .99</li> <li>Thing . . . . .79</li> <li>Reeling . . . . .99</li> <li>Chaser . . . . .50</li> <li>Major League . . .10.50</li> <li>Reefworld . . . .50</li> <li>Jack . . . . .50</li> <li>MANY OTHERS</li> </ul>	<ul style="list-style-type: none"> <li>1 PK MACHINE . . . 79.00</li> <li>100% Cash! . . . 129.00</li> <li>2 GOWE . . . . .50</li> <li>Marlin's (in coll.) . . . \$1.50</li> <li>4 MILLIS CASH . . . 10.00</li> <li>Machine (in coll.) . . 75.00</li> </ul>
---	--

**NEW LOW PRICES**  
**WRITE—WIRE—PHONE**

## CENTRAL OHIO COIN MACHINE EXCHANGE

523 S. MON ST., COLUMBUS, OHIO      ABoys 7254

**GIVE TO THE  
RUNYON CANCER FUND**

[illegible]

































Designed by  
World Famous Manufacturer of  
Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teen-ager desire more action a gentle pull on the reins increases the action to any desired speed. Our large factory and modern production methods allow us to sell at possible prices. Write today for full information.

KING AMUSEMENT CO.  
Mt. Clemens, Mich.

## CLOSEOUT KING PIN

(New)  
\$274.50

1/3 With Order, Bal. C.O.D.  
WRITE—WIRE—PHONE

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Co., Inc.  
855 N. BROAD STREET PHILADELPHIA 22, PA.  
PHILADELPHIA 2-2022

## L-O-O-K!!!

WHAT DO YOU HAVE  
TO TRADE?

We have 85 Five Ball Pin Games, original Flippers, and 15 One Ball Free Play Games to sell at the very low average Billboard listing or trade for Arcade Machines, Cigarette Vendors or Penny Scales.

**DIXIE AMUSEMENT COMPANY**  
DRAWER 1397 Durham, Ala.

## CORRECTION!

In a recent issue the following items were priced incorrectly:

**ADJUSTERS**  
Shown at \$18.50  
Should Have Been .....\$18.50

**SCORE SHEETS**  
Shown at \$1.50 for 10 Pads  
Should Have Been .....\$7.50

**PURVEYOR SHUFFLEBOARD CO.**  
4322 N. Western Ave., Chicago 18, Ill.

## FOR SALE

New David Post Master Stamp Machine, \$4.95. New Master Penny Stamp Machine, \$4.95. New 25¢ Stamp Machine, \$4.95. New 10¢ Stamp Machine, \$4.95. New 5¢ Stamp Machine, \$4.95. New 1¢ Stamp Machine, \$4.95. New 1/2¢ Stamp Machine, \$4.95. New 1/4¢ Stamp Machine, \$4.95. New 1/8¢ Stamp Machine, \$4.95. New 1/16¢ Stamp Machine, \$4.95. New 1/32¢ Stamp Machine, \$4.95. New 1/64¢ Stamp Machine, \$4.95. New 1/128¢ Stamp Machine, \$4.95. New 1/256¢ Stamp Machine, \$4.95. New 1/512¢ Stamp Machine, \$4.95. New 1/1024¢ Stamp Machine, \$4.95. New 1/2048¢ Stamp Machine, \$4.95. New 1/4096¢ Stamp Machine, \$4.95. New 1/8192¢ Stamp Machine, \$4.95. New 1/16384¢ Stamp Machine, \$4.95. New 1/32768¢ Stamp Machine, \$4.95. New 1/65536¢ Stamp Machine, \$4.95. New 1/131072¢ Stamp Machine, \$4.95. New 1/262144¢ Stamp Machine, \$4.95. New 1/524288¢ Stamp Machine, \$4.95. New 1/1048576¢ Stamp Machine, \$4.95. New 1/2097152¢ Stamp Machine, \$4.95. New 1/4194304¢ Stamp Machine, \$4.95. New 1/8388608¢ Stamp Machine, \$4.95. New 1/16777216¢ Stamp Machine, \$4.95. New 1/33554432¢ Stamp Machine, \$4.95. New 1/67108864¢ Stamp Machine, \$4.95. New 1/134217728¢ Stamp Machine, \$4.95. New 1/268435456¢ Stamp Machine, \$4.95. New 1/536870912¢ Stamp Machine, \$4.95. New 1/1073741824¢ Stamp Machine, \$4.95. New 1/2147483648¢ Stamp Machine, \$4.95. New 1/4294967296¢ Stamp Machine, \$4.95. New 1/8589934592¢ Stamp Machine, \$4.95. New 1/17179869184¢ Stamp Machine, \$4.95. New 1/34359738368¢ Stamp Machine, \$4.95. New 1/68719476736¢ Stamp Machine, \$4.95. New 1/137438953472¢ Stamp Machine, \$4.95. New 1/274877906944¢ Stamp Machine, \$4.95. New 1/549755813888¢ Stamp Machine, \$4.95. New 1/1099511627776¢ Stamp Machine, \$4.95. New 1/2199023255552¢ Stamp Machine, \$4.95. New 1/4398046511104¢ Stamp Machine, \$4.95. New 1/8796093022208¢ Stamp Machine, \$4.95. New 1/17592186044416¢ Stamp Machine, \$4.95. New 1/35184372088832¢ Stamp Machine, \$4.95. New 1/70368744177664¢ Stamp Machine, \$4.95. New 1/140737488355328¢ Stamp Machine, \$4.95. New 1/281474976710656¢ Stamp Machine, \$4.95. New 1/562949953421312¢ Stamp Machine, \$4.95. New 1/1125899906842624¢ Stamp Machine, \$4.95. New 1/2251799813685248¢ Stamp Machine, \$4.95. New 1/4503599627370496¢ Stamp Machine, \$4.95. New 1/9007199254740992¢ Stamp Machine, \$4.95. New 1/18014398509481984¢ Stamp Machine, \$4.95. New 1/36028797018963968¢ Stamp Machine, \$4.95. New 1/72057594037927936¢ Stamp Machine, \$4.95. New 1/144115188075855872¢ Stamp Machine, \$4.95. New 1/288230376151711744¢ Stamp Machine, \$4.95. New 1/576460752303423488¢ Stamp Machine, \$4.95. New 1/1152921504606846976¢ Stamp Machine, \$4.95. New 1/2305843009213693952¢ Stamp Machine, \$4.95. New 1/4611686018427387904¢ Stamp Machine, \$4.95. New 1/9223372036854775808¢ Stamp Machine, \$4.95. New 1/18446744073709551616¢ Stamp Machine, \$4.95. New 1/36893488147419103232¢ Stamp Machine, \$4.95. New 1/73786976294838206464¢ Stamp Machine, \$4.95. New 1/147573952589676412928¢ Stamp Machine, \$4.95. New 1/295147905179352825856¢ Stamp Machine, \$4.95. New 1/590295810358705651712¢ Stamp Machine, \$4.95. New 1/1180591620717411303424¢ Stamp Machine, \$4.95. New 1/2361183241434822606848¢ Stamp Machine, \$4.95. New 1/4722366482869645213696¢ Stamp Machine, \$4.95. New 1/9444732965739290427392¢ Stamp Machine, \$4.95. New 1/18889465931478580854784¢ Stamp Machine, \$4.95. New 1/37778931862957161709568¢ Stamp Machine, \$4.95. New 1/75557863725914323419136¢ Stamp Machine, \$4.95. New 1/151115727451828646838272¢ Stamp Machine, \$4.95. New 1/302231454903657293676544¢ Stamp Machine, \$4.95. New 1/604462909807314587353088¢ Stamp Machine, \$4.95. New 1/1208925819614629174706176¢ Stamp Machine, \$4.95. New 1/2417851639229258349412352¢ Stamp Machine, \$4.95. New 1/4835703278458516698824704¢ Stamp Machine, \$4.95. New 1/9671406556917033397649408¢ Stamp Machine, \$4.95. New 1/19342813113834066795298816¢ Stamp Machine, \$4.95. New 1/38685626227668133590597632¢ Stamp Machine, \$4.95. New 1/77371252455336267181195264¢ Stamp Machine, \$4.95. New 1/15474250491067253436239552¢ Stamp Machine, \$4.95. New 1/30948500982134506872479104¢ Stamp Machine, \$4.95. New 1/61897001964269013744898208¢ Stamp Machine, \$4.95. New 1/123794003928538027489784112¢ Stamp Machine, \$4.95. New 1/247588007857076054979568224¢ Stamp Machine, \$4.95. New 1/495176015714152109959136448¢ Stamp Machine, \$4.95. New 1/990352031428304219918272896¢ Stamp Machine, \$4.95. New 1/1980704062856608439376557792¢ Stamp Machine, \$4.95. New 1/3961408125713216878753115584¢ Stamp Machine, \$4.95. New 1/7922816251426433757506231168¢ Stamp Machine, \$4.95. New 1/15845632502852867515012462336¢ Stamp Machine, \$4.95. New 1/31691265005705735030024924672¢ Stamp Machine, \$4.95. New 1/63382530011411470060049849344¢ Stamp Machine, \$4.95. New 1/126765060022822940120099698688¢ Stamp Machine, \$4.95. New 1/253530120045645880240199397376¢ Stamp Machine, \$4.95. New 1/507060240091291760480398794752¢ Stamp Machine, \$4.95. New 1/1014120480182583520960797589504¢ Stamp Machine, \$4.95. New 1/2028240960365167041921595179008¢ Stamp Machine, \$4.95. New 1/4056481920730334083843190358016¢ Stamp Machine, \$4.95. New 1/8112963841460668167686380716032¢ Stamp Machine, \$4.95. New 1/16225927629213336353772764432064¢ Stamp Machine, \$4.95. New 1/32451855258426672707545528864128¢ Stamp Machine, \$4.95. New 1/64903710516853345415091057728256¢ Stamp Machine, \$4.95. New 1/129807421033706890830182115456512¢ Stamp Machine, \$4.95. New 1/259614842067413781660364230913024¢ Stamp Machine, \$4.95. New 1/51922968413482756332072846182608¢ Stamp Machine, \$4.95. New 1/103845936827765532664156923725216¢ Stamp Machine, \$4.95. New 1/207691873655531065328313847450432¢ Stamp Machine, \$4.95. New 1/415383747311062130656627694900864¢ Stamp Machine, \$4.95. New 1/830767494622124261313255389801728¢ Stamp Machine, \$4.95. New 1/166153498844424842262651079603456¢ Stamp Machine, \$4.95. New 1/332306997688849684525302159206912¢ Stamp Machine, \$4.95. New 1/664613995377699369050604318413824¢ Stamp Machine, \$4.95. New 1/1329227990755398738101208636826688¢ Stamp Machine, \$4.95. New 1/2658455981510797476202417272733376¢ Stamp Machine, \$4.95. New 1/531691196302159495240483454546672¢ Stamp Machine, \$4.95. New 1/1063382392604318990480966909093344¢ Stamp Machine, \$4.95. New 1/2126764785208637980961933818186688¢ Stamp Machine, \$4.95. New 1/4253529570417275961923867636373376¢ Stamp Machine, \$4.95. New 1/8507059140834551923847735272746752¢ Stamp Machine, \$4.95. New 1/1701411828166911847769547154549504¢ Stamp Machine, \$4.95. New 1/3402823656333823695539094309099008¢ Stamp Machine, \$4.95. New 1/6805647312667647391078188618188016¢ Stamp Machine, \$4.95. New 1/13611294625335294782155776336376032¢ Stamp Machine, \$4.95. New 1/27222589250670589564311554672752064¢ Stamp Machine, \$4.95. New 1/54445178501341179128623109345504128¢ Stamp Machine, \$4.95. New 1/10889035702668235825724621869100256¢ Stamp Machine, \$4.95. New 1/21778071405336471651445237381800512¢ Stamp Machine, \$4.95. New 1/43556142810672943302890474763601024¢ Stamp Machine, \$4.95. New 1/87112285621345886605780949527202048¢ Stamp Machine, \$4.95. New 1/174224571226691732111571790544404096¢ Stamp Machine, \$4.95. New 1/348449142453383464223155381088809152¢ Stamp Machine, \$4.95. New 1/696898284906766928446310762177618304¢ Stamp Machine, \$4.95. New 1/139379656981353785689261524355236608¢ Stamp Machine, \$4.95. New 1/2787593139627075713785232487104733216¢ Stamp Machine, \$4.95. New 1/557518627925415142757446497420466432¢ Stamp Machine, \$4.95. New 1/11150372558508302851548929888409326784¢ Stamp Machine, \$4.95. New 1/223007451170166057030978597768165311616¢ Stamp Machine, \$4.95. New 1/446014902340332114061957195536330623232¢ Stamp Machine, \$4.95. New 1/89202980468066422812391439107266124464¢ Stamp Machine, \$4.95. New 1/1784059609361328456247828782145248896¢ Stamp Machine, \$4.95. New 1/356811921872265691249565756429497792¢ Stamp Machine, \$4.95. New 1/713623843744531382499131512858995584¢ Stamp Machine, \$4.95. New 1/1427247687489062764992630257177991168¢ Stamp Machine, \$4.95. New 1/285449537497812552998526051435992336¢ Stamp Machine, \$4.95. New 1/5708990749956251059970521028719846672¢ Stamp Machine, \$4.95. New 1/1141798149912502111994104205743893344¢ Stamp Machine, \$4.95. New 1/2283596298225004239882084011477886688¢ Stamp Machine, \$4.95. New 1/456719259645000847976416802295577376¢ Stamp Machine, \$4.95. New 1/913438519290001695952833604591154752¢ Stamp Machine, \$4.95. New 1/182687719580003391910566720918230944¢ Stamp Machine, \$4.95. New 1/365375439160006783820113344036461888¢ Stamp Machine, \$4.95. New 1/730750878320013576440226688072923776¢ Stamp Machine, \$4.95. New 1/1461501756640271152880453376145847552¢ Stamp Machine, \$4.95. New 1/292300351328054230576090675229169504¢ Stamp Machine, \$4.95. New 1/584600702656108461152180130458339008¢ Stamp Machine, \$4.95. New 1/1169201405312176922303602609166678016¢ Stamp Machine, \$4.95. New 1/2338402810624353844607205218333376032¢ Stamp Machine, \$4.95. New 1/4676805621248707689214410436666752064¢ Stamp Machine, \$4.95. New 1/9353611242497415378428820873333504128¢ Stamp Machine, \$4.95. New 1/1870722484899483075685764174666008256¢ Stamp Machine, \$4.95. New 1/3741444969798966151371552349333016512¢ Stamp Machine, \$4.95. New 1/7482889939597932302743044898666033024¢ Stamp Machine, \$4.95. New 1/1496577977919586460548689797733206656¢ Stamp Machine, \$4.95. New 1/2993155955839172921097737995466413312¢ Stamp Machine, \$4.95. New 1/5986311911678345842195475990932826624¢ Stamp Machine, \$4.95. New 1/11972623823356691684391095188176533248¢ Stamp Machine, \$4.95. New 1/23945247646713383368782190377635066496¢ Stamp Machine, \$4.95. New 1/47890495293426766737564380755270132992¢ Stamp Machine, \$4.95. New 1/95780990586853533475128761510540265984¢ Stamp Machine, \$4.95. New 1/191561981137707066950257230211080531968¢ Stamp Machine, \$4.95. New 1/38312396227541413390051446042216010336¢ Stamp Machine, \$4.95. New 1/76624792455082826780102888084432020704¢ Stamp Machine, \$4.95. New 1/153249584910165653560205776168840041408¢ Stamp Machine, \$4.95. New 1/306499169820331307120411554337680082816¢ Stamp Machine, \$4.95. New 1/612998339640662614240823108675360165728¢ Stamp Machine, \$4.95. New 1/1225996679201325228481646217350720331456¢ Stamp Machine, \$4.95. New 1/2451993358402650456963292434701440672¢ Stamp Machine, \$4.95. New 1/4903986716805300913926584869402881344¢ Stamp Machine, \$4.95. New 1/9807973433610601827853177738805762688¢ Stamp Machine, \$4.95. New 1/19615946873221203657706355577611525376¢ Stamp Machine, \$4.95. New 1/39231893746442407315412711155422506752¢ Stamp Machine, \$4.95. New 1/7846378749288481463082542231108451136¢ Stamp Machine, \$4.95. New 1/15692757497777729261765084462221707072¢ Stamp Machine, \$4.95. New 1/3138551499555545853353016884443414144¢ Stamp Machine, \$4.95. New 1/6277102991111091706770633768886828288¢ Stamp Machine, \$4.95. New 1/12554205982222183733412667537773656576¢ Stamp Machine, \$4.95. New 1/2510841196444436746682533075547311152¢ Stamp Machine, \$4.95. New 1/5021682392888873493365066051094622224¢ Stamp Machine, \$4.95. New 1/1004336478577774986731013110188444448¢ Stamp Machine, \$4.95. New 1/2008672957155549974622026220376888896¢ Stamp Machine, \$4.95. New 1/4017345914311099949244052440753777792¢ Stamp Machine, \$4.95. New 1/8034691828622199898488104801507555584¢ Stamp Machine, \$4.95. New 1/1606938357244399979777616003015111168¢ Stamp Machine, \$4.95. New 1/3213876714488799959555322406030222336¢ Stamp Machine, \$4.95. New 1/64277534289775999191106448120604444704¢ Stamp Machine, \$4.95. New 1/12855506857955199838221288924120888816¢ Stamp Machine, \$4.95. New 1/25711013715910399676442577848241777728¢ Stamp Machine, \$4.95. New 1/51422027431820799352885151556483555552¢ Stamp Machine, \$4.95. New 1/10284405483640158675777103112107111104¢ Stamp Machine, \$4.95. New 1/20568810967280317351555420224214222208¢ Stamp Machine, \$4.95. New 1/411376219345606347031110844444444444¢ Stamp Machine, \$4.95. New 1/822752438691212694062221688888888888¢ Stamp Machine, \$4.95. New 1/16455047737824253881244444444444444¢ Stamp Machine, \$4.95. New 1/3291009547564850776248888888888888¢ Stamp Machine, \$4.95. New 1/6582019095129701552497777777777777¢ Stamp Machine, \$4.95. New 1/1316403819025940310495555555555555¢ Stamp Machine, \$4.95. New 1/2632807638051880620991111111111111¢ Stamp Machine, \$4.95. New 1/5265615276103761241982222222222222¢ Stamp Machine, \$4.95. New 1/1053123054207552483976444444444444¢ Stamp Machine, \$4.95. New 1/2106246108415104967952888888888888¢ Stamp Machine, \$4.95. New 1/4212492216830209935905777777777777¢ Stamp Machine, \$4.95. New 1/8424984433660419871801155555555555¢ Stamp Machine, \$4.95. New 1/1684996867332083973602311111111111¢ Stamp Machine, \$4.95. New 1/3369993734641767947204622222222222¢ Stamp Machine, \$4.95. New 1/6739987469283535894409244444444444¢ Stamp Machine, \$4.95. New 1/1347997493856707178880848888888888¢ Stamp Machine, \$4.95. New 1/2695994987713414357761697777777777¢ Stamp Machine, \$4.95. New 1/5391989975426828715553395555555555¢ Stamp Machine, \$4.95. New 1/1078397995085365741110671111111111¢ Stamp Machine, \$4.95. New 1/2156795990170734822222222222222222¢ Stamp Machine, \$4.95. New 1/4313591980341469644444444444444444¢ Stamp Machine, \$4.95. New 1/8627183960682939288888888888888888¢ Stamp Machine, \$4.95. New 1/1725436792136778777777777777777777¢ Stamp Machine, \$4.95. New 1/3450873584273557555555555555555555¢ Stamp Machine, \$4.95. New 1/6901747168547115111111111111111111¢ Stamp Machine, \$4.95. New 1/1380349433709423022222222222222222¢ Stamp Machine, \$4.95. New 1/2760698867418846044444444444444444¢ Stamp Machine, \$4.95. New 1/5521397734837692088888888888888888¢ Stamp Machine, \$4.95. New 1/1104279467767538417777777777777777¢ Stamp Machine, \$4.95. New 1/2208558935535076835555555555555555¢ Stamp Machine, \$4.95. New 1/4417117871070153671111111111111111¢ Stamp Machine, \$4.95. New 1/8834235742140307342222222222222222¢ Stamp Machine, \$4.95. New 1/1766847148428061484444444444444444¢ Stamp Machine, \$4.95. New 1/3533694296856122968888888888888888¢ Stamp Machine, \$4.95. New 1/7067388593712245937777777777777777¢ Stamp Machine, \$4.95. New 1/1413477718742491875555555555555555¢ Stamp Machine, \$4.95. New 1/2826955437484983751111111111111111¢ Stamp Machine, \$4.95. New 1/5653910874969967502222222222222222¢ Stamp Machine, \$4.95. New 1/1130782174993935004444444444444444¢ Stamp Machine, \$4.95. New 1/2261564349987870008888888888888888¢ Stamp Machine, \$4.95. New 1/4523128699975740017777777777777777¢ Stamp Machine, \$4.95. New 1/9046257399951480035555555555555555¢ Stamp Machine, \$4.95. New 1/1809251479990296007111111111111111¢ Stamp Machine, \$4.95. New 1/3618502959980592014222222222222222¢ Stamp Machine, \$4.95. New 1/7237005919961184028444444444444444¢ Stamp Machine, \$4.95. New 1/1447401183992368056888888888888888¢ Stamp Machine, \$4.95. New 1/2894802367984736113777777777777777¢ Stamp Machine, \$4.95. New 1/5789604735969472227555555555555555¢ Stamp Machine, \$4.95. New 1/1157920947933894445511111111111111¢ Stamp Machine, \$4.95. New 1/2315841895867788891022222222222222¢ Stamp Machine, \$4.95. New 1/4631683791735577782044444444444444¢ Stamp Machine, \$4.95. New 1/9263367583471155564088888888888888¢ Stamp Machine, \$4.95. New 1/1852673576694231112881777777777777¢ Stamp Machine, \$4.95. New 1/3705347153388462225763555555555555¢ Stamp Machine, \$4.95. New 1/7410694306776924451527111111111111¢ Stamp Machine, \$4.95. New 1/1482138763553784903054222222222222¢ Stamp Machine, \$4.95. New 1/2964277527107569806108888888888888¢ Stamp Machine, \$4.95. New 1/5928555054215139612177777777777777¢ Stamp Machine, \$4.



# Ride THE CHAMPION

TRADE MARK REGISTERED

by Bally

## FOR BIGGEST COIN-HORSE PROFITS

**REALISTIC  
WESTERN PONY**

**STRONG  
AS STEEL**  
REINFORCED PLASTIC HORSE  
BEAUTIFUL, DURABLE FINISH

**SPEED-CONTROL  
LOW SPEED START**  
PULL REINS FOR DESIRED GAIT  
MEDIUM OR FAST TROT—  
LIVELY GALLOP

OPERATES ON  
**1 DIME  
OR  
2 NICKELS**  
•  
NATIONAL  
SLUG REJECTOR

**REAL SADDLE  
RICHLy ORNAMENTED**  
BOX-TYPE STIRRUP WITH  
EXTRA LEATHER LOOP  
FOR SHORT RIDERS

**SIMPLE, STURDY  
MECHANISM**  
EASILY ACCESSIBLE  
FROM ALL 4 SIDES

**LIFE-LIKE  
ACTION**

FLOOR  
SPACE  
ONLY  
22 IN.  
BY  
49 IN.

Factory-tested for 500 lbs., in the saddle, with steel-reinforced body to withstand wear and abuse, The CHAMPION has been carefully designed for proper weight distribution to insure smooth operation. The base is of genuine 1 1/4" laminated maple, equipped with rubber pads to eliminate creeping, and to protect floors. Factory adjusted for average rider, two simple adjustments will change the gait and the speed. Powered by a heavy-duty 1/2 H.P., A.C. motor. Simply plug into any ordinary 110 volt outlet.

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS







**BUY WITH CONFIDENCE!**

# "BIG BRONCO"

*The Only Mechanical Horse on the Market  
That is Approved by*

**UNDERWRITERS**



**LABORATORIES**

- ★ LOWER INSURANCE RATES ★ LOCATION ACCEPTANCE
- ★ A QUALITY PRODUCT ★ LESS SERVICE CALLS
- ★ A BETTER OPERATION

BACKED BY  
50 YEARS OF  
GOOD  
JUDGMENT



IT TROTS!  
IT GALLOPS!

SEE IT TODAY  
AT YOUR  
NEAREST  
EXHIBIT  
DISTRIBUTOR

*Ride Big Bronco*  
**10¢**

ESTABLISHED  
1901

**THE  
EXHIBIT SUPPLY CO.**

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS



# United's BOLERO

**NEW, FAST  
REPLAY GAME**  
WITH  
**1, 2 OR 3 CARD PLAY**  
ONE COIN PER CARD

**PLUS POPULAR  
6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> Extra Ball  
Purchase Feature**

APPROX. SIZE  
2 FT. BY 4 FT.

AVAILABLE IN 5¢ or 10¢ PLAY

WRITE  
FOR YOUR FREE  
UNITED PARTS  
CATALOG



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

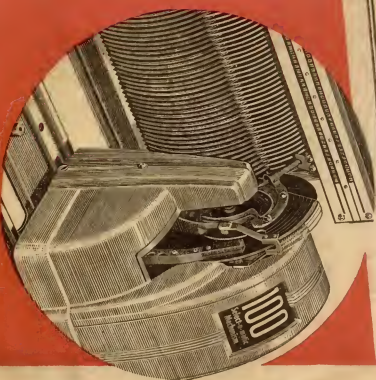




# THE Seeburg Select-o-matic 100

## MECHANISM

... WORLD'S FIRST COMMERCIAL MECHANISM  
DESIGNED EXCLUSIVELY FOR THE  
PLAYING OF **45** R.P.M. RECORDS



THE WORLD'S FIRST  
MECHANISM FOR THE PLAYING  
OF 45 R.P.M. RECORDS

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS